

CHEMIST & DRUGGIST

the newswkely for pharmacy

a Benn publication

July 16 1983

**Council turns
own BRM plea
to abolish STV**

**All dispensing
doctor's High
Court victory**

**Gallup to
monitor scripts**

**oor public
image a threat
to the industry**

**water bottles
SPECIAL
FEATURE**

When we designed the new Freflo teat, we didn't just stop there.

We designed a brand new range of packaging to put it in.

See-through blister packs that keep the teat hygienically sealed from the moment it comes off the production line, until the time your customer opens it.

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with peak
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- ★ Every order carries the full International Laboratories Guarantee

**TIME TO TAKE
DERMIDEX**
—seriously



CHEMIST & DRUGGIST

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Editor/Publisher:
Ronald Salmon MPS
Deputy Editor:
John Skelton BPharm, MPS
Contributing Editor:
Adrienne de Mont
BPharm, MPS
Beauty Editor:
Liz Platts BA
Editorial Assistants:
Patrick Grice BPharm, MPS
Paul Slade BA
Steven Titmarsh BPharm, MPS

Price List Controller:
Colin Simpson

Director: James Lear

Advertisement Manager:
Peter Nicholls JP
Assistant Advertisement
Manager:
Doug Mytton
Production: Shirley Wilson

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ABC

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Regional advertisement offices
Midlands: 240-244 Stratford Road, Shirley,
Salford, W. Midlands B90 3AE
021-744 4427

East Anglia: 71 Welstead Road, Eaton Rise,
Norwich NR4 6QD
0603 54284

Scottish: 18 High Street, Paisley
041-887 0428

North East and North West:
491 Chester Road, Old Trafford,
Manchester M16 9HF 061-872 5151

West Country & South Wales:
10 Badminton Road, Bowend, Bristol
BS16 6BQ 0272 564827

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COMMENT

PPRS ganged?

Will they, won't they? Will they, won't they, join the Government's dance? The answer to this riddle may well be clear by the time *C&D* readers scan this Comment. But only the Board of the Association of the British Pharmaceutical Industry can say whether they will accept or reject Mr Fowler's intent to lop £25m off the drugs bill in the financial year ending March 31, 1983.

By Thursday ABPI Board members had met twice with the Secretary for Social Services within the space of a week without making public their agreement to make the cut he requires. They had also met with chief executives of their member companies to discuss ways of swallowing this bitter pill.

It is not difficult to see why the pill is bitter. The Pharmaceutical Price Regulation Scheme has been established as a voluntary agreement between industry and Government for many years. Both sides are expected to give the other six months notice of any changes they wish to make to it. While the changes proposed last week cannot have been a surprise to the industry following the Public Accounts Committee's report, apparently the size of cut and time scale for introducing it are.

Some reports in the national Press have suggested that the industry would be well pleased with Mr Fowler's package. Surprising, if you consider that the £25m must in effect come out of the £200m profit the industry makes on NHS sales of £1,400m because no reduction in drug usage can be expected. This represents a 20-25 per cent cut in profit for the last six months of the year to March 31, 1983, assuming it takes a little time to implement the cuts.

Industry may well have to choose between making cuts in research and development budgets or in "commercial expenditure." Some reduction in the amount of drug advertising supporting

the myriad of periodicals aimed at GPs would be no bad thing. But a reduction in research for new drugs would most definitely be against the interest of the patient — and NHS costs overall in the long term.

If by the end of this week the industry has announced its intent to comply with the Government's wish, it should not be taken as a sign of either willingness or weakness, but rather of studied deference.

Media men

Last week's conference on "The Pharmaceutical Industry and the Media" (p126) could be summed up as a few home truths blown through by a breath of fresh air. Those of us who are both journalists and friends of the industry have for years been putting forward the same argument about the need to ensure the positive image is so well known to the public that occasional lapses are immediately seen in proper context and proportion. The hope must be, now leaders of the industry are saying it, that a new attitude will prevail.

Reference was made at the conference to hostile journalists, and certainly there are some. They may be motivated by a bad personal experience, by political beliefs, by a chip on the shoulder — or they may simply be bad journalists, anxious to get at a story rather than the truth. They must be lived with. They will not go away — though many could be converted to supporters of the industry were they to be shown a measure of understanding rather than antagonism. But best of all, the industry must weed out all practices, at home and abroad, that it cannot afford to be exposed to the light of public criticism.

The *Guardian's* chemicals correspondent put it nicely when he told the conference: "Open your doors and remember to broaden your backs. If you let us in we'll be tough, we'll occasionally be hasty and you won't always like what we write. But in the long haul, both you and we will benefit and, as a result, so will the public."

NI dispensing doctor's High Court victory

A Northern Ireland chemist has been unsuccessful in a claim against the Northern Health and Social Services Board for damages for loss of business. The Board has given a two-year period of notice to a dispensing doctor in the village of Kells, co Antrim, to cease dispensing, but only after a delay of one year from the time Mr R. David Finlay, MPSNI, opened up there.

In November 1981, Mr Finlay contracted to dispense with the Board in Kells, a village in which Dr William Simpson had run a dispensing practice since 1965. In Northern Ireland the Clothier regulations do not apply and there is a gentleman's agreement which precludes doctors from dispensing for any patients within a two-mile radius of any pharmacy that opens up and within ½ mile of a bus route. Mr Finlay had therefore asked the Board to give notice to Dr Simpson to cease dispensing. The Board gave a two-year period of notice in November 1982.

Loss of profits

In the High Court earlier this year Mr Finlay's counsel claimed that the period of notice, after a delay of one year, was manifestly excessive and had resulted in a considerable loss of profits. He asked the court to set aside the Board's decision.

Counsel for the board had argued that it was unjust and unfair to deprive Dr Simpson of a certain standard of living in anything less than one financial year.

In his judgement given this month Mr Justice Hutton said "... I do not consider that the two year's notice was one which a responsible Board could not reasonably have given. Accordingly, I hold that the applicant is not entitled to have the decision of the Board to give two years notice to Dr Simpson quashed, and the plaintiff's application fails."

Mr O'Rourke comments

Mr T. O'Rourke, secretary for the Ulster Chemist Contractors Committee who backed the pharmacist, says it was unlikely that Mr Finlay would be appealing against the judgement.

Mr O'Rourke added that in an earlier instance the Northern Health Board had given a dispensing doctor nine month's notice to cease dispensing after a pharmacy opened up nearby. "That is why Mr Finlay pursued his case through the courts."

In 1957 the NI General Medical

Services Committee and the then NI General Health Services Board had agreed that any pharmacy opening in rural areas had the right to dispense for patients within a two-mile radius and for those living within ½ mile of the nearest bus stop. "Although pharmacists had not been a party to this arrangement, they had accepted it in principle, as pharmacy's own 'gentleman's agreement' with the medical profession," says Mr O'Rourke.

The Department of Health in NI has issued a consultative document to the medical and pharmaceutical professions prior to a possible review of the doctor's role in supplying medicines."

Pharmacists will be looking to extend the two-mile limit because people are now more mobile," says Mr O'Rourke. He thinks that the NI population now have ten times more cars and telephones than they had in 1957. Mr O'Rourke hopes the Department of Health will take a "realistic view" of the period of notice health boards give to doctors whom they require to cease supplying drugs, and that it will be set at one year.

Objection to health trader proposal

The Pharmaceutical Society is to object to a Department of Health proposal that would give herbalists, "natural practitioners" and health food retailers the same scope as pharmacists for "making representations" to customers when asked for advice on treatment (*C&D*, June 4, p1026).

The Department's proposals were considered at this month's Council meeting by the Legislation Committee, which objected to an exemption being extended to persons who had no scientific or professional knowledge of the products they were selling. The Department's suggestion that the present Regulations created an artificial barrier which was unhelpful to customers was considered to be untrue. The Committee noted the Department's suggestion that the provision was unenforceable, and the point was made that difficulty in enforcing a provision was no reason for making an amendment.

The Committee therefore recommended, and the Council agreed, that a letter should be sent to the Department objecting in principle.

Industry on brink of accepting £25m 'profits' cut?

As *C&D* went to press it was not clear whether the Board of the Association of the British Pharmaceutical Industry would announce its intent to meet the Government's wish to save £25m on the NHS drugs bill — as announced last week by Secretary for Social Services, Norman Fowler.

The Board met with chief executives of member companies on Thursday to pass on their view of the Government's proposal and also the outcome of Tuesday's meeting with Mr Fowler and Minister for Health Kenneth Clarke.

The value of excess profits recovered from pharmaceutical manufacturers in the UK under the Pharmaceutical Price Regulation Scheme was £11.776m, Mr Clarke announced this week. [The PPRS review is not yet complete and further cuts could be imposed when it is.]

Mr Fowler's announcement of intent to cut the drugs bill came after a meeting with industry representatives last week. He said after the meeting: "As part of the Government's steps to control public spending I think it right to look for ways to reduce the National Health Service drugs bill. Accordingly I have informed the industry's representatives that I intend to make a saving of £25m in the NHS drugs bill in the current financial year. I expect the detailed arrangements for achieving this to be worked out in the next few days."

Mr Fowler had earlier announced the following cuts amounting to £100m on Family Practitioner Services. He said that Government would maintain expenditure on the NHS at planned levels by making:

- 1) Better control of manpower in the NHS. It will be necessary for health authorities to work to lower manpower targets for April 1984.

- 2) A 2 per cent general reduction in capital spending in accordance with the Chancellor's decision on cash limited programmes as a whole.

- 3) A new drive to achieve economies in less essential expenditure on goods and services. "All expenditure must be subject to scrutiny and all health service professions must help to identify and achieve economies."

□ Mr Nigel Lawson, Chancellor of the Exchequer, made it clear in the Commons this week that the Government does not intend to subject the Family Practitioner Service to a system of cash limits. He explained that the FPS would continue to be "demand determined."

Contractors owe £68m in discounts — new level put at 7.17pc

The provisional results of the discount inquiry indicate an average overall discount level of 7.17 per cent. In global terms this means contractors owe £68m because the results agreed are backdated to October 1, 1980. An increase in the current discount scale will also have to be made to yield an additional £18m from now on.

Subject to negotiation . . .

The results of the discount inquiry (net ingredient cost adjustment factor) have been agreed between DHSS and Pharmaceutical Services Negotiating Committee subject to further negotiations on a number of outstanding items: notional pricing; distribution costs for group buyers, and unaccepted endorsements.

The preliminary figures indicate the overall discount level is made up of 0.68 per cent due to differences between Drug Tariff prices and generic manufacturers' prices and 6.49 per cent in other discounts.

In addition an increase in the current discount scale to yield an additional £18m



is required for implementation of the inquiry findings on an ongoing basis. Details of the new discount scale and the operation of a surcharge to recover the amount due are subject to future negotiations at Ministerial level. It should be noted that the above figures are provisional and will be affected by the outcome of the future negotiations mentioned above, PSNC says in a statement after a meeting this week with Departmental representatives.

- During the six financial years ending March 1983 the Government recovered £121.4m from community pharmacists for discount on drug costs.

This was disclosed in the Commons by Mr Kenneth Clarke, Ministers for Health, in a written reply to Mr George Foulkes (Lab).

Mr Clarke also stated that no discount adjustment was made between October 1, 1978 and February 28, 1979 to repay chemists for earlier over-deductions.

□ **'Bulk' problem.** A joint letter from the PSNC/PSGB to the General Medical Services Committee of the BMA requested that pharmacy contractors refer all bulk prescriptions for POMs to the prescriber, asking that individual prescriptions be written for named patients — not as stated last week on p48.

Drug advertisers to get reminder

Minister for Health Kenneth Clarke said this week that the Department of Health is to issue a reminder to all product licence holders, of the need for scrupulous and unambiguous consistency with its permitted indications for their products, in all advertisements to doctors and dentists.

He said it was an offence under the Medicines Act 1968 to issue false or misleading advertisements. He was satisfied that the vast majority of the many thousands of advertisements issue each year complied with the high standards of factual accuracy required.

Mr J. Ashley (Lab) had asked the Minister to take steps to check the accuracy of advertisements for medicines in medical magazines.

Mr Clarke said a random scrutiny of various journal advertisements is carried out by the administrative section of the Department's medicines division. In addition professional staff within the division recognise the need for vigilance and report any doubtful practices which they observe.

"I am arranging for a greater concentration of existing resources to be devoted to the examination of advertisements for POMs," said Mr Clarke.

Balanced advertising?

Mr Ashley also asked the Secretary for Social Services to introduce legislation to impose a requirement on drug companies that the same prominence be given to side effects in the advertising of drugs as to the claimed benefits. Mr Clarke, for the Department, said in a written answer: "Medicines which are permitted to be

advertised to the public are considered to be sufficiently safe for self-treatment that warnings of side effects in advertisements for them are not necessary.

Provisos

Advertisements for POMs are only aimed at professionally qualified medical and dental practitioners," he said. These advertisements may only be issued if a data sheet has been sent to the practitioner so that he has a document containing the essential information including side effects and contra-indications.

"I remain satisfied that existing regulations are sufficient to ensure that essential information is available to professional practitioners on the medicines they are likely to prescribe."

Briefly

"Feeding your baby, a weaning guide for Asian mothers," has been produced by Robinson's Baby Foods. The guide, in the form of a 30 minute video, is designed to overcome reading difficulties and is produced in Punjabi, Gujarati, Bengali and Hindi/Urdu (VHS £11.75 plus VAT each). An English version, which precedes each on the same cassette, is available on free loan preview. Sony Umatic cassettes are available at £29 each and a slide-tape format is available on special request, all from Viscom Ltd, Film and Video Library, Park Hall Road, Trading Estate, London SE21 8EL. (tel 01-761 3035).



Mr Kanu Patel, MPS (left) is presented with a Soler Touriste travel voucher worth £250 at his Tooting pharmacy by Unichem sales manager Bob Scott. Mr Patel, of Westlands Chemists, came first in Unichem's May Gillette lucky draw

Aussi originel
que le péché

As original as sin



Musk by Alyssa Ashley

U.K. Distributor HOUBIGANT Ltd.
Telephone (02934) 71561 Telex 877523

Boots destocking to improve efficiency

Boots have been reducing both the range and level of inventory since last year and are making additional effort to obtain better prices from suppliers.

A company spokesman told *C&D* "We are always out for getting the best possible price deal from suppliers."

The major part of the destocking programme, which particularly affects the "home and leisure" section, is probably over, the spokesman explained, but will be a continuing process until the correct level is achieved. The scheme will not, however, affect dispensary or drug counter lines, he said.

Use of "common stockrooms" is part of this tightening up of inventory control which is an effort to make the company more efficient and give better stock control.

Direct competition

Boots say they are also putting more effort into premium priced products rather than mass-market lines to avoid direct competition with grocery multiples.

Nielsen statistics for the first four months of this year show that pharmacies and drug stores maintained the steady increase of unit sales of between 1 and 2 per cent on the same period last year, on a 6 per cent lower unit stock holding (see p105).

SPUC protest over MRC vitamins trial

Members of the Society for Protection of Unborn Children were to picket Boots in Piccadilly on Thursday in protest against the Medical Research Council's vitamins trial (*C&D* May 21, p910).

The trial is due to start when recruiting is complete, which the MRC hopes will be quite soon. Boots have agreed to supply the vitamins and placebos free of charge as a service to the government. Boots said they will ignore the protest as long as there is no detrimental effect on business.

Phyllis Bowman, SPUC chairman, told *C&D* that a small group of members led by a spina bifida sufferer will protest silently, distributing some of the 50,000 leaflets the society is having printed. Further protests are planned around the country, Mrs Bowman said.

Price Service

The Price Service point out that an error appeared in the July 9 issue of the Supplement concerning Proctosedyl. We wish to stress that only the 15g size has been discontinued. The 30g size is still available, £5.47 (trade) PIP code 228-312.

Walter Lake, MPS (right), of Lake and Son Chemists, Tavistock, Devon, receives the keys to a Metro MG 1300 from Steve Skuce, marketing manager of teenage skincare at Richardson-Vicks, for coming first in the company's teenage skincare display draw. Also pictured are Paul Stanford and John Hand, area and regional sales managers



Emergency payments motion tabled

Mr Gwynneth Dunwoody, Shadow Minister for Health, and over 40 Labour MPs, have tabled a Parliamentary Motion calling for improving emergency duty payments for hospital pharmacists.

The motion stresses that the pharmacists are still being expected to

provide emergency cover without being paid for it: "The only NHS profession in this position." It deplores the Government's offer which would provide a payment of £1.50 for up to 16 hours on call. Finally the motion "demands that the Government allocates sufficient funds to the Pharmaceutical Whitley Council so as to allow them to negotiate emergency duty payments commensurate with the pharmacists' professional responsibilities, and that are no lower than those paid to other NHS professions."

Pharmacy numbers up 16 in June

The number of registered pharmacies increased by 16 to 10,861 in June.

In England (excluding London) there were 20 additions and 12 deletions. London showed an increase of four with no deletions, as did Scotland. In Wales there were no additions or deletions.

The figures do not include ten premises which were deleted from the Register for non-payment of fees — nine in England and one in Scotland. These premises are obliged to cease trading until they have paid their fees, which some have already done.

Changes made to the 'Orange Guide'

The revised "Guide to Good Pharmaceutical Manufacturing Practice" ("Orange Guide"), published last week (HMSO £3.95), contains entirely new sections on liquids, creams and ointments, medical gases, radio-pharmaceuticals, veterinary medicines and electronic data processing.

Mislabelling is said to be the most frequent cause of product recall, and the advice given on avoiding labelling errors has been expanded. The section on product recall has been extended to cover complaints procedures and the section on contract manufacture now covers contract analysis and service contracts. The section on sterile product manufacture has been partially re-written.

The text has been restructured in three

main parts. Part I covers matters of general concern in the manufacture and control of all medicines. Part II gives additional guidance specific to major categories of production and Part III deals with more specialised topics.

This third edition is published in the same spirit as previous editions, as a work of guidance rather than a set of inflexible rules.

Barnes-Hind give licence warning

Barnes-Hind are warning wholesalers that they may not supply their range of contact lens solutions to retailers because of a delay in obtaining product licences. The company attributes the delay to "a minor technical problem" at its new manufacturing plant in Germany. However it expects to have the licences by the end of this month and the products should again be available during August.

Barnes-Hind point out that retailers may continue to sell the existing products until stocks are exhausted but warn wholesalers that they will be in breach of their wholesale dealers licence if unlicensed products are supplied.

■ The fourth annual Plain English Award competition is now inviting examples of documents which are written in "gobbledygook" — and among the suggested literature for complaint is instruction leaflets on medical products.

The sender of the most hideous example of unintelligible literature wins £25 — runners up win £10 each. Closing date is September 30 and entries should be sent to *The Plain English Awards, 131 College Road, Manchester M16 0AA.*



DOAN'S **NEW EXTRA STRENGTH**
BACKACHE PILLS
now even more effective

Backache sufferers have always been able to find relief with Doan's Backache Pills, a well established product with an excellent reputation. Now, New Extra Strength Doan's Backache Pills offer even speedier, more effective relief.

New Doan's pills are the only pain relievers specially made for backache sufferers. So if you want a share of this important market make sure you stock

New Extra Strength Doan's Backache Pills
it gives you extra high profit on every sale.



Back Sufferers A MASSIVE UNTAPPED MARKET.

Without doubt backache is one of the most common minor illnesses in the U.K. today. Every day 88,000 people are absent from work with back pain—over the course of every year, that adds up to 25 million working days lost.

Thousands of back sufferers represent a massive market for an effective back pain reliever, a product that allows them to escape from the agony of back pain and continue to live their normal lives.

EXCITING NEW **£1 MILLION CONSUMER CAMPAIGN**

As from 26th August, Extra Strength Doan's Backache Pills will have massive support from radio and press advertising which compares favourably with all other analgesics.

A hardhitting introductory radio campaign on 18 radio stations will broadcast over 850 spots per week achieving more than 16 million women 15+ impressions each week.

Additionally, over 18 million reader's will see national press advertisements for

Doan's every week. A total first year advertising budget of 1 million pounds will help you make the most of this big sales opportunity.

...contact your representative NOW

Doan's will be available from 4th July so don't miss out—contact your Crookes Products Limited Representative to make sure you're well supplied.

Because this is the year we put our back into Doan's.

By Xrayser

Reluctance

In "This Week's News," (last week) there was this curious business about having to give an explanation why pharmacist contractors were reluctant to take part in the recent discount inquiry. Two reasons, both distasteful, spring to mind. The first is that some contractors have found a way of buying better than the rest of us and don't want to get found out — Mr Town *et al*. The second is that the other major dispensing contractors, the dispensing doctors, are subject to *none* of the accountability restrictions which are applied so rigorously to us in the name of NHS cost efficiency. Their payments for dispensing are based on the structure of our payments, they buy from the same sources, and can be shown to obtain the same discounts, as well as an adequacy of free samples which we never see.

I wonder if we are strong enough yet to agree to compliance with cost inquiries as a term of service, *so long as it applies to all contractors for NHS dispensing?* And to refuse absolutely, on the grounds of maladministration of government funds, unless this is so. If the Public Accounts Committee agree with the DHSS that 2 per cent pure profit is "overgenerous" (based on a 4 per cent profit on turnover), they will have the dickens of a problem reconciling the return which Doctors gross, which I understand to be in the region of 15 per cent on turnover?

Fifi's

My cat has fleas. Not millions, but enough to cause problems. Scratch, scratch, scratch! So we treat her. Out with the powder, when she is not looking. Pussy-Tat turns into a prime-evil feral and I wear protective clothing from now on. We tried Nuvan Top. Great stuff: Once! But now, at the first sound of a hiss, cat is off like a rocket to Mars. Then the vet gave us Alugan. Guaranteed to work. It does, I'm sure, but two days after treatment either the squirrels or the fox (urban) have given us a new load.

I went into the spare room the other night looking for something. In a moment my legs were seized as manna from heaven by a brace of starving fleas. Out with the Defest. Then we tried a flea collar. It must have been an old one...

I'm sick of the sight of cat scratching. Not only that, she's going thin, so remembering the worm cycle, in which the tape variety depends on fleas, we tried worming. Mabtreat. Cats like it, the label said. First dose only I'm afraid. Mixed with food, the food got left and the cat's

diet became sparrows, mice and what it could pinch from the fridge when we weren't looking.

What have we got today, super fleas? And what am I to say to my customers in the light of this? I just hope one doesn't pop onto the counter at work one day. A flea I mean, not a customer. I'll blame the gipsies I think? Or the central heating.

Poaching

A funny old do, that case where a pharmacist accused a man, who had worked in the shop when a student, of gaining this inside information in order to open a pharmacy nearby nine months later, when qualified. I must say, my sentiments are the same as the Statutory Committee's, in that I don't like it. But you can't help laughing — from this distance — at the solution taken by the offended one, ie to leapfrog the leapfrogger. But seriously, what sort of profession are we to be unable to prevent this sort of performance? Should students have a clause in their contract of employment preventing opening within two miles for three years?

Open season

So I'm not alone! I too have had the reps in, trying to persuade me to put "Blottoe" into stock because, surprise, surprise, one of our giddy young progressive GPs was going to do a controlled trial! "Goodness gracious me," I said, tongue in cheek, "what a conscientious young doctor he must be to do a trial on a presentation whose ingredients must have been on the market for at least 5 years, or is it 50?" Before he thought, the poor rep's reply came tumbling out. "Oh, he gets paid a fiver a time."

"Great!" said I. "You give me a fiver and I'll put it into stock and will even keep records of how many we use." I didn't take it in, but seriously suggested that if trials are being done, the material for this research should be supplied as a matter of course to those engaged in it. I'd be willing to settle for just the dispensing fees. But of course, it isn't like that really, is it?



David Adams, manager of Vestric's Nottingham branch, raised £30 for Dr Barnardos as one of 1600 cyclists in a sponsored "fun ride" in Cardiff, recently. Mr Adams completed the 50 mile circuit in three hours and 50 minutes

Drug addicts still on the increase

The number of addicts notified to the Home Office last year showed a further significant increase over previous years, according to statistics published last week (see also C&D, p80).

About 2,800 new addicts were notified to the Home Office for the first time but the increase of about 550 between 1981-82 was less than the increase of 650 between 1980-81. In addition nearly 1,350 addicts already known to the Home Office were notified again in 1982.

Nearly 4,400 addicts in the UK were recorded as receiving notifiable drugs in their treatment at December 31, 1982, nearly three times the number recorded 10 years previously and 14 per cent up on the figure for 1981. Heroin was the drug to which addiction was reported for 76 per cent of new addicts notified in 1982 and accounted for most of the increase in notifications. Heroin was also the most frequent drug of addiction reported for former addicts.

Seizures up 11pc

Seizures of Controlled Drugs increased by 11 per cent to 21,600 in 1982, twice the number in 1974 which was the first full year of operation of the Misuse of Drugs Act 1971. Most of the increase was in Class B drugs (cannabis, amphetamines etc). There were nearly 1,000 seizures of heroin, about 170 more than in 1981, and the quantity seized, at nearly 200kg, was twice the amount seized the previous year. The number of seizures of dipanone (430) was also higher than in earlier years. The number of seizures of methaqualone was about 60, far fewer than previously. *Statistics of the Misuse of Drugs in the UK 1982 (£2, Home Office).*

At last. A new product that will outsell Sunsilk.

Sunsilk is the outright brand leader in toiletries, with the biggest hair care range sold in Britain.

In fact, the Sunsilk Range itself is bigger than many UK toiletry companies!

Now, at last, Sunsilk is going to have to make way for a new No.1.



£2m TV support for launch of Anadin Extra

The manufacturers of Anadin have launched Anadin Extra — supported with a £2m television campaign in the first year.

Described as "an extra strength, dual ingredient, pain reliever" the tablet contains a 500mg combination of aspirin and paracetamol plus caffeine. It is capsule-shaped and is launched in packs of 24 (£0.99).

International Chemical Co claim it is the first multi-ingredient analgesic to



receive massive national television support. Details of the campaign which breaks in September have not yet been finalised.

Further promotional support includes a trade bonus of 12 as 11 during the eight week launch period beginning the end of July. At POS, shelf talkers are available in the product livery of yellow, green and red. *International Chemical Co Ltd, 11 Chenies Street, London WC1E 7ET.*

Bounty sampling exclusive to Boots

Bounty have introduced a new sampling scheme exclusive to Boots — Bounty weaning scheme — expected to reach 150,000 mothers by December and 300,000 in 1984.

Mothers will be able to redeem a card in the 1983-84 *Bounty Baby Book*, launched in May, for a weaning pack from "Baby Boots" and some larger Boots branches (about 350 in all).

Boots were chosen because distribution and communication would be easier than with independents. However, if the response was very low they would obviously look at the distribution arrangements, say Bounty.

The weaning pack, weighing about 1.7kg, will contain a range of samples and money-off vouchers as well as a "Baby Boots" catalogue and money-off vouchers for Boots own-label baby goods.

Samples in the launch pack include: full-size Gallia babyfood and a product leaflet; two packs of Milupa dry babyfood, three 7 cereal rusks and a leaflet; a Heinz pack of weaning food, a can of pure fruit and money-off voucher; three samples of Cow & Gate baby food and a Liga rusk; a Farley rusk; "high value" vouchers for Pampers; 6oz bottle of Delrosa and three money-off coupons; Natusan baby cream; Vespri sanitary towel, and some Duplo lego. *Beauty Services Ltd, 140A Gloucester Mansions, Cambridge Circus, London WC2.*

PRESCRIPTION SPECIALITIES

Spiroprop tablets

Manufacturer Searle Pharmaceuticals, Walton Road, Morpeth, Northumberland

Description Pink, film coated tablets engraved "Searle 997" on one side, containing propranolol hydrochloride 80mg and spironolactone 50mg

Indications Mild to moderate hypertension

Dosage Adults: usually one tablet daily. Single daily dose may be increased to two tablets if response is not adequate after four weeks. Not recommended for children

Contraindications, warnings etc

Contraindicated in patients with second or third degree heart block, sinus bradycardia, cardiogenic shock, right ventricular failure secondary to pulmonary hypertension, bronchial asthma and a previous history of bronchospasm, acute renal insufficiency, rapid deterioration of renal function, anuria, hyperkalaemia, sensitivity to propranolol or spironolactone. It should not be used after prolonged fasting. Use with care in patients with poor cardiac reserve. Should not be given with calcium

Roc moisturisers

New from Roc are four hypo-allergenic moisturising creams, each including an amino-acid complex enriched with hydroxyproline, the humectant sorbitol, a UV screen to minimise the ageing effects of normal exposure to UV light, and an excipient adapted to the needs of the different skin-types.

There is a lipo-moisturising cream is designed for very dry skins (50ml sealed tube, £6.95), an amino-moisturising cream for dry skins (£6.95), a moisturising cream for combination or normal skins (£5.95) and one for oily skins (£5.95). *Roc Laboratories UK Ltd, Avis Way, Newhaven, Sussex BN9 0JX.*

channel blockers of the verapamil type and neither drug should be given within several days of discontinuing the other. Spiroprop is usually well tolerated. There is no evidence to suggest that it produces adverse reactions that do not occur with spironolactone or propranolol alone

Packs Calendar pack of 28 (£8.10 trade)

Supply restrictions Prescription only

Issued July 1983.

Otrivine sizes

Otrivine-Antistin nasal spray is now in a 10ml plastic nebuliser (prices same as 14ml size). Cartons are also being changed but continue to be available in outers of 10 packs. *Ciba-Geigy Pharmaceuticals division, Wimblesbury Road, Horsham, West Sussex RH12 4AB.*

Rivotril embossing

Rivotril tablets 2mg are to be embossed "Riv 2" instead of "Roche." The first batch number of tablets showing "Riv 2" will be 023013 and the last batch number showing "Roche" will be 392012. *Sauter Laboratories, Division of Roche Products Ltd, Welwyn Garden City, Herts.*

Deseril transfer

Deseril tablets have been transferred from Wander to Sandoz, marked "DSL" instead of "Wander." *Sandoz Products Ltd, The Limes, PO Box Horsforth 4, Calverley Lane, Horsforth, Leeds.*

André Philippe



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Sunsilk.



Now, major re-formulation has achieved an important breakthrough in hair care technology. And we'll be spending an enormous \$1.2 million to tell the consumer about it.

A new kind of shampoo

New Sunsilk Complete Care is an altogether better shampoo. Its unique lotion formula does more than just clean hair beautifully. It leaves hair easier to comb and more manageable. All four variants come in rich, creamy formulas with a stunning new perfume.

A new kind of hairspray

New Sunsilk Hairspray reflects the first major advance in hairspray formulations in more than a decade. It is finer, drier, and gives a perfect hold. What's more, it brushes out more easily than ever before.

In addition, the Deep Action Conditioner and Setting Spray have also been improved and repackaged with the beauty and elegance you've come to expect from Sunsilk.

Take advantage of this year's biggest hair care event with the new No.1: Sunsilk!



FROM THE BIGGEST NAME IN TOILETRIES. ELIDA GIBBS ✓

Goya reach for the stars

Goya have joined forces with Breakfast Time television astrologer Russell Grant to produce 12 fragrances — one for each of the 12 Sun signs.

Goya Signs of the Zodiac (£1.99 each) are matched to the personality of the wearer, says the company — each fragrance and colour combinations having been selected and divided by Russell into the four groups of fire (red containers), earth (brown containers), air (grey) and water (blue).

Novel approach

The fragrances come in 35ml eau de toilette containers — which Goya describe as “a novel approach in their presentation of fragrances from the traditional perfume bottles.” The relevant astrological design and ruling planet for each sign are featured on the containers.

The company claims the fragrance will overcome all gift buying problems “because everyone’s fragrance preference is predetermined by their sun sign.”

No advertising support is planned in the foreseeable future — details of the promotional budget are expected to be



confirmed in a few weeks..

Merchandisers holding a leaflet written by Russell Grant and 36 units are available. Goya Signs of the Zodiac will be available from September. *Goya International Ltd, Badminton Court, Amersham, Bucks HP7 0DE.*

Maybelline dial up a new shade

Maybelline Dial-a-lash mascara (£2.15) is to be available in a new variant — rich ‘n gentle — from August. Blistercard packed, the lavender / orchid mascara tube will carry an introductory price of £1.80. Plough say the introduction of Dial-a-lash increased their mascara sales by 23 per cent in the year ending April 1983 with Dial-a-lash responsible for 30 per cent of Maybelline’s sales. *Plough UK Ltd, 101 Wigmore Street, London W1H 0EL.*

Formula update for Gelozone

Gelozone (50g, £0.79) has been reformulated to dissolve more easily. It contains no starch, colouring or additives and is tasteless.

Gelozone now contains guar gum, carrageenan and locust bean gum and only 24 absorbable calories per 100g (less than 10 per cent that of gelatine) and 80 per cent of dietary fibre, say Modern Health Products. It is therefore ideal for slimming, vegetarian and diabetic diets,

they say. Packaged in plastic drums which contain sufficient to make eight pints of jelly or liquid and come with an illustrated recipe booklet. *Modern Health Products Ltd, Davis Road, Chessington, Surrey.*

Nuhome cloth

An all purpose cloth (£0.39), packed in units of five, is being added to the Nuhome range from August. Available in a counter display pack of 24 it will carry an introductory price of £0.35 throughout August and September. A pair of Zorbit gold medallion hand towels are also being offered with orders for seven assorted cases of Nuhome paper placed in August. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wiltshire.*

Tinkerbell additions

The Tinkerbell range of toiletries and cosmetics for little girls has been repackaged. New lines now available include perfumed stationery (£0.99-£1.99) a shoulder purse, shoulder bag and beauty case (£3.45-£10.95) and a talc ball (£1.45).

Really red is a new shade of lipstick added to the range and there is a

Pumpabubble hand cream, liquid soap and bath foam trio (all £1.95). Finally the company is introducing a counter and rotary stand holding assortments of 150 and 252 fragrant hair ornaments (£0.49-£0.89). Trade prices for the stands are £58.20 and £93.96 respectively. *Tom Fields (UK) Ltd, Station Road, Lynninge, Folkestone, Kent CT18 8HR.*

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancashire	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is
Bt Breakfast Television		C4 Channel 4

Bergasol sun lotion:	C4 (G)
Bic razors:	All except U
Blue II:	All areas
Cidal soap:	Bt
Elastoplast range:	All areas
Germolene cream:	Lc
Jaaps health salts:	Sc
Limara bodyspray:	All exc Ln, WW, We, So
Lucozade:	All areas
Mafu range:	So
Maws Wipers:	All except A, We, B, E, CI
Mycil:	All except Ln, Y, NE, U, E, CI
Optrex lotion and drops:	All areas
Odor-eaters:	All C4 areas
Pampers disposable nappies:	All areas
Polytint:	Lc, Sc, So, A, U, We, B, G, E, CI
Ponds cold cream:	Bt
Silkience conditioner:	All areas
Tahiti bain moussant with mono:	All areas
Unican homebrews:	Ln, M, Lc, Y, WW, So, We

Philips replace Ladyshave de luxe

A new shaver, the Philips Ladyshave HP2123, is to replace the Ladyshave de luxe HP2111. "Basically, we've taken the popular mains-operated de luxe and given it some significant cosmetic changes, while retaining the important design details which have always insured best-selling status for Philips Ladyshave," comments Freddie Brown, divisional director of Philips Small Appliances.

Presentation details now include a hyacinth blue storage cassette with smoked glass lid. A mains operated shaver, incorporating a flip-up shaving head for easy cleaning, and a coiled no-tangle flex, the Ladyshave HP2123, will retail at about £11.95. *Philips Small Appliances, Drury Lane, Hastings, Sussex TN34 1XN.*



A free 9ml purse spray (worth £1.10) is being banded with a 23ml Aviance eau de toilette atomiser from mid-July. *Prince Matchabelli, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX*

Perlier add honey

Additions to the Perlier natural recipes range include honey body lotion (180ml, £3.95) honey cream soap (235ml, £1.95) honey shampoo (240ml, £2.25) and honey complexion soap (140g, £1.75). A sample box holding 69 pieces (£0.25 each) is available (trade price £10).

Bath seeds (£1.95), drawer liners (£3.75), dusting powder (£2.95) and gift packs (£4.95) in honeysuckle, forget-me-not and wild orchid fragrances have been added to the Victorian bouquet range. Distributors are *Colson & Kay Ltd, Shentonfield Road, Manchester.*

For film fans

Free film tickets with Rank Leisure, Star Group and Classic cinemas are available through an Ever Ready battery promotion. To qualify, four Power Plus proofs of purchase have to be sent to the company by August 31 — the tickets must be used by December 31. A range of POS material reflects the films being screened

this Summer. *Ever Ready Ltd, Berec House, 1255 High Road, Whetstone, London N20 0EJ.*

Sample sachet of Once

A free cover mounted sachet of Once shampoo will be offered in the Autumn issue of *Hair* magazine. In addition Reckitts are running a double page competition and will be advertising within the magazine. *Reckitt Products, Reckitt House, Stoneferry Road, Hull HU8 7DS.*

Change in Frisk distribution

The distribution arrangements for Frisk horse and pony wormer are changing. In future Frisk will be distributed as part of Beecham's Animal Health and Equivite ranges, and should be ordered on an Animal Health order form, through a representative or directly from the order office at Keynsham. *Beecham Animal Health, Broadmead Lane, Keynsham, Bristol, Avon BS18 1ST.*

Superted toiletries support TV cartoon

Beauty Basics have secured a product licence for a range of toiletries based on cartoon character Superted.

An animated series of Superted starts on BBC TV in September and runs for 24 weeks. Beauty Basics say they intend to promote the character in-store around the country with point-of-sale material and a



video of the programme in some cases.

The range comprises foam bath (400ml, £1.75), soap (120g, £0.89), a two x 75g soap in a giftset (£1.25) and a 150ml foaming bath gel and two 75g soap gift set (£2.25). Cartons carry 3-D cut outs of both Superted and Spottyman. *Beauty Basics Ltd, Unit D, 51 Calthorpe Street, London.*

More Simple lines

A cold cream (48ml, £0.85 and 100ml, £1.15), liquid skin soap (250ml, £1.40) and liquid shower soap (150ml, £1.25) have been added to the Simple range of toiletries. The cleansing lotion, moisturising lotion and skin tonic have all been increased in size from 130ml to 150ml (£1.25 each). *The Albion Group Ltd, Albion House, Station Road, Hampton, Middlesex TW12 2DY.*

Holding a candle...

Dendron Ltd are now UK distributors for the Candlepower range of candles and nightlights. *Dendron Ltd, 94 Rickmansworth Road, Watford, Herts.*

CAN YOU COMPETE ON PRICE WITH YOUR HIGH STREET RIVALS?



Searle plan £1m TV launch for Canderel sweetener

Searle Laboratories have released launch details for Canderel, their new "intense" table-top aspartame sweetener.

Recommended for use as an artificial sweetener in the UK by the Food Additives and Contaminants Committee last year (*C&D* March 20, 1982, p482), the legislation allowing the use of aspartame is expected to be passed in September: Searle will then deliver forward-taken orders.

Canderel will be available in tablet and powder form initially. The 6mm diameter tablets are packed in 100s (£1.19) in display units of 15. Powder sachets are boxed in 20s (£0.65 srp) and are shrink wrapped in outers of 12. A range of POS material is being prepared, say Searle, with a large "apple and orange" cut-out of the advertising motif available now.

Campaign details

Searle say their launch budget is £1.8m with £1m set aside for a national television campaign. There will also be advertising in women's magazines (with some sampling), in-store consumer demonstrations and door-to-door distribution of around 3 million sachets during the launch.

Aspartame is a compound of two amino acids — *L*-aspartic acid and *L*-phenylalanine (as the methyl ester) — and is about 180-200 times sweeter than sugar. Each tablet is said to be equivalent to a teaspoonful of sugar, has a calorific value of $\frac{1}{3}$ calorie and contains aspartame 18mg, lactose 63mg, leucine 4.5mg and croscarmellose sodium A 4.5mg. The last two constituents are

The 100 pack of Canderel tablets (srp £1.19) with the 'orange and apple' illustration that will feature at POS and in the television commercial

tableting aids and the lactose adds bulk (plus some calories). Each sachet contains aspartame 38mg, lactose 956mg and silicon dioxide 6mg and is equivalent to two teaspoonfuls of sugar. The calorific value of a sachet is "four", higher than the tablet because of the greater quantity of lactose required for bulk (the silicon dioxide aids powder flow).

Marketing director Alan Clements says: "We expect Canderel to create a new market of its own with great advantages for the retailer . . . Canderel is a premium product requiring little shelf space for a big return."

"Aspartame will change the way Britain eats," says Searle, "and Canderel marks the start of a whole new sweetening revolution." They say that consistently in all countries where aspartame is sold, it attracts new and lapsed users into the

sweetener market. In Eire, where Canderel was launched in 1982, after only 6 months it accounted for almost one third of the sterling market which expanded by 50 per cent. In the US Canderel (sold as Equal) doubled the market in a year taking a 55 per cent share, while saccharin sales remained static, say Searle.

The low-calorie sweetener market in the UK currently is worth £14m and the UK sugar market, where sugar consumption is one of the highest in the world, is £365m.

Distributing through its own sales force of 80 Searle pharmaceutical and 30 Gold Crest representatives into chemists, the company have appointed Batchelors Foods Ltd to launch into grocery outlets. Searle Pharmaceuticals, Whalton Road, Morpeth, Northumberland.



DO CUSTOMERS FIND YOUR STAFF HELPFUL AND KNOWLEDGEABLE?



COUNTERPOINTS

Scotchchem launch for Vanish

Launched to the trade for the first time at Scotchchem this week was a new stain remover, Vanish. The product comes in bar form and is cartoned (£20.61 trade for an outer of 36). Described as "the natural way to remove stains" it is claimed to act without fumes or toxicity.

Water Pik on TV ...

Water Pik (C&D, May 12, p19) is currently featuring in a £250,000 television campaign running for two weeks on Thames and Southern and nationally for a third week.

Mini Pik (£39.95) is the model featured in the television advertising. The rest of the range comprises the Slimline mains version (£34.95); a hygiene centre consisting of Slimline Water Pik and

Newtons at POS

A pre-packed counter dispenser (trade £42.60) will be available from Newtons Laboratories to display their range of footcare products from the middle of August. The 14 x 10in stand holds 12 chiropody sponges, 4 triple action foot cream, 4 bath salts, 6 cool foot aerosol spray, 6 dry foot anti-perspirant spray and 12 size 4 aquaped insoles. An introductory offer on the stand has not yet been finalised.

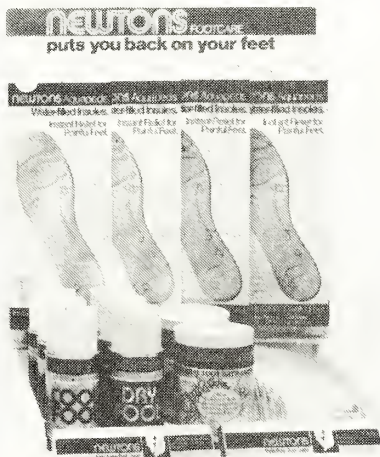
Newtons have allocated £120,000 to support the range, with advertisements running in *Woman's Weekly*, *Woman and Home*, *Good Housekeeping*, *Woman*, and *She* from July to October. *Pharmagen Ltd*, West Lane, Runcorn, Cheshire.

Vanish is recommended for grease, oil, cosmetics, blood, grass, ink, fats and label adhesive stains, and for ingrained dirt; it may be used on clothing, carpets and fabrics, paintwork and tiles, and on glass — taking the usual test-area precautions. The launch is supported by a "Vanish to Venice" consumer competition promoted through point-of-sale leaflets. *Projectina Co Ltd*, *Skelmorlie*, Ayrshire PA17 5BR.

rechargeable toothbrush (£54.95), and rechargeable toothbrush (£24.95). *RCL Ltd*, 42 Earham Street, London WC2 9LJ.

...and Mint Sensodyne

Mint Sensodyne will be advertised nationally on TV in a second burst starting August 1 and running for four weeks. *Stafford-Miller Ltd*, *Stafford-Miller House*, *The Common*, *Hatfield*, *Herts AL10 0NZ*.



NIelsen STATISTICS

Pharmacies and drug stores unit sales 2pc up in New Year

Pharmacies and drug stores are still losing sales in important categories of OTC preparations to grocers. Nielsen statistics show unit sales for the first four months of 1983 maintain their steady increase of between 1 and 2 per cent on the same period last year — compared with 6 per cent for grocers — and on a lower stock holding (units down 6 per cent).

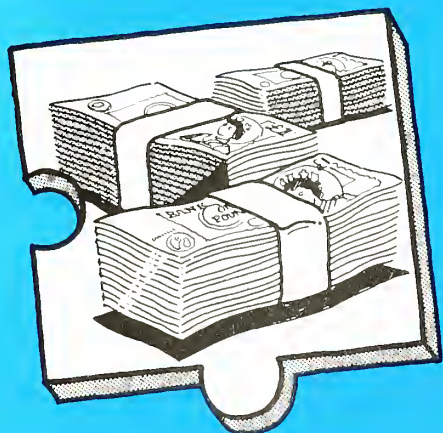
The charts also show inflation running at around 5 per cent in pharmacies and drug stores and 6 per cent in grocers in the 17 product categories analysed. Grocers have not reduced their stockholding to anything like the same extent as their competition, although it is not clear whether pharmacies and drug stores have managed to rationalise their stock lines or simply keep less of them.

Nielsen sample 465 chemists and drug stores and 831 grocers bi-monthly to collect the data presented in the charts on p106. A comparison is made with the corresponding period the previous year to remove seasonal distortion.

The 22 product categories of traditional "chemist dominated" lines that form the basis of the Nielsen "drug" index (39 product classes) for pharmacies and drug stores are: acne and aftershave preparations, artificial sweetening agents, baby rusk, cough / cold and influenza remedies, cough / cold pastilles and lozenges, denture cleaners, fixatives, eye preparations, hair colourants, colour restoratives and conditioners, liquid antiseptics, mouth fresheners, multivitamins, nasal sprays and drops, nerve tonics, oral lesion preparations, powdered baby milks, slimming aids, strained, junior and instant baby foods,

Continued overleaf

**DO YOU NEED
EXTRA FINANCE TO
EXPAND YOUR BUSINESS?**



Nielsen Statistics

and vapour rubs.

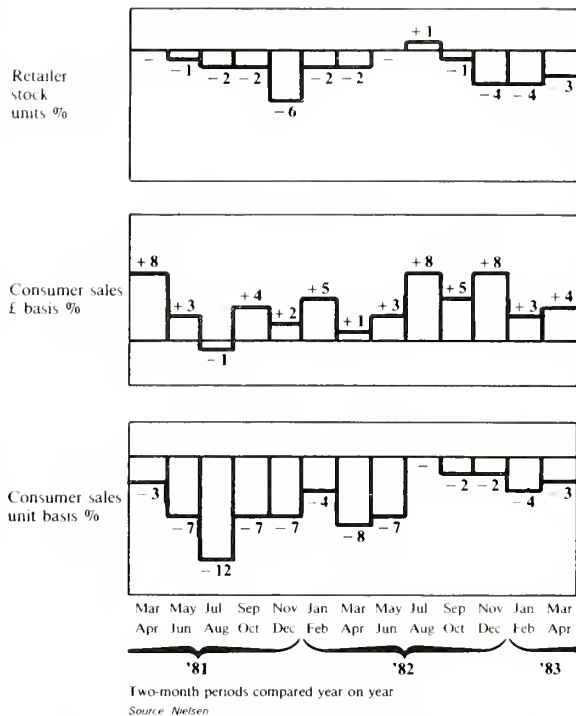
The 17 product categories monitored in grocers, pharmacies and drugstores

forming the "food" index are: air fresheners, baby napkins and syrups, bath preparations, blackcurrant health drinks, cotton swabs, external deodorants, first aid dressings, hair setting agents, hand preparations, indigestion remedies, oral analgesics, razor blades, sanitary towels

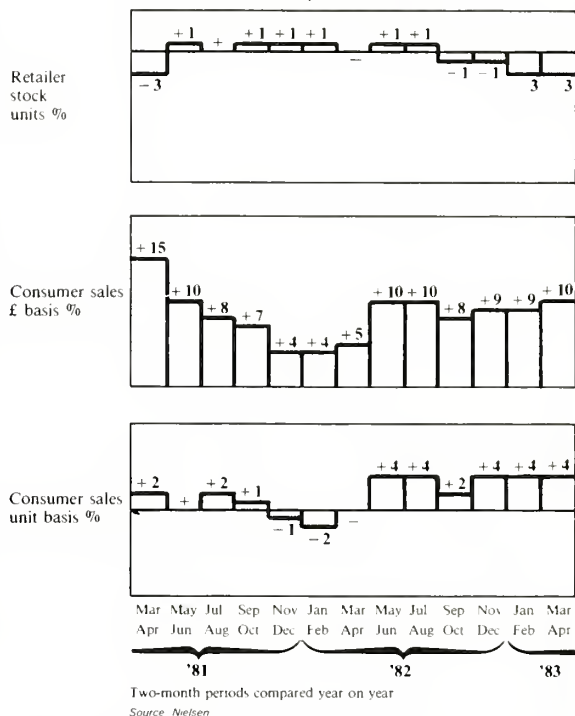
and tampons, shampoos, toothbrushes and toothpastes.

A.C. Nielsen Co Ltd claim to be the world's largest market research organisation. They operate in 26 countries at present and have been carrying out market research for 40 years.

Pharmacies & Drug Stores
Market trends — 22 product classes

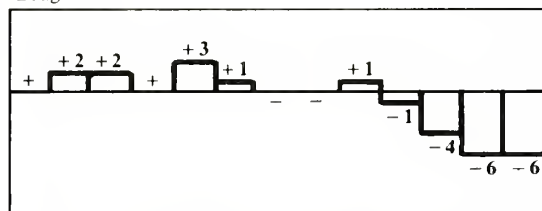


Pharmacies/Drug Stores & Grocers
Market trends — 17 product classes

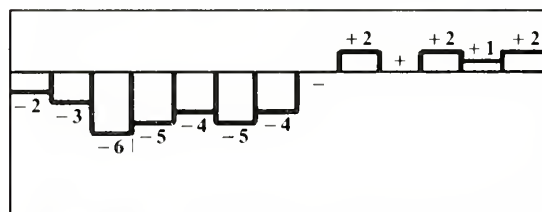
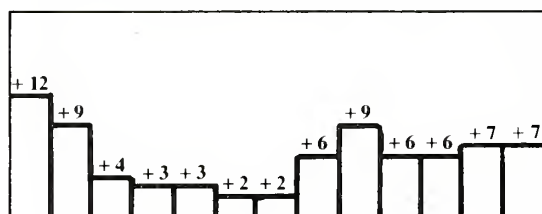


Pharmacies & Drug Stores v Grocers
Market trends — 17 product classes

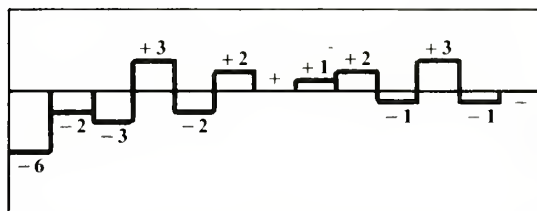
'Drug' index



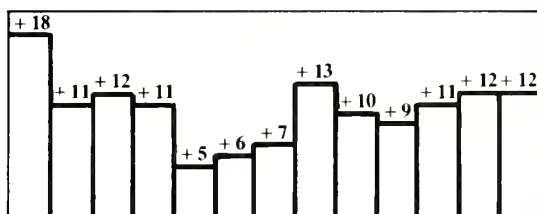
Trade stock units %



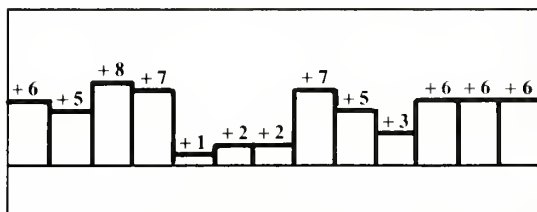
'Food' index



Consumer sales £ basis %



Consumer sales unit basis %



Two-month periods compared year on year

Source: Nielsen

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Own label products.
Everything from baby care and household products to packed goods and surgical dressings in the exclusive NPA range.

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Prices held for four months on a selection of popular family buys, to emphasise your competitiveness.

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*Ethical Service is not available in Northern Ireland.



A COMPREHENSIVE SERVICE TO THE INDEPENDENT CHEMIST.

Gallup to monitor scripts with labelling machine

Over 400 pharmacies will be receiving a letter from the market research organisation, Gallup, at the end of the month asking if they would like to participate in a prescription monitoring scheme.

Participants will be provided with a Riva prescription labelling machine (C&D April 30, p783). The rental cost will be £35 a month, but all the money will be returned if the pharmacist stays with the Gallup panel for four years. In addition, Gallup will provide members with their own monthly dispensing statistics.

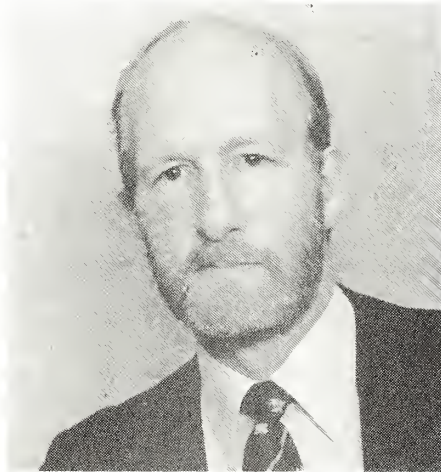
The "Gallup Weekly Prescription Monitor" will provide pharmaceutical companies with up-to-the-minute information on "ethical" scripts written and filled in the previous seven days from a sample of 400 pharmacies. The service will cost each client £15,000 a year.

Installation is planned to start at the end of October, and Gallup hope to have all 400 machines *in situ* by the end of February 1984. Information will be provided from the time of the installation of the first machine. £600,000 is being invested in the project by Gallup, although they are not finally committed to a contract with Riva until the end of this month.

Masterminding the operation is Gallup's joint managing director Frank Collins: "We have been operating the Music Industry Record Chart contract since the beginning of the year. We wanted to apply the idea to other fields, and pharmacy is one," he told C&D.

The link up with Riva was the result of a chance phone call from Riva sales executive Chris Townsend. He was looking for a market for their new labeller and had read of Gallup's success with the MIRC contract in the *London Standard*. The labeller comes in at the top end of the market and is designed for flexibility and software change capability.

Measuring 12 x 20in and less than six inches high, it has a standard keyboard



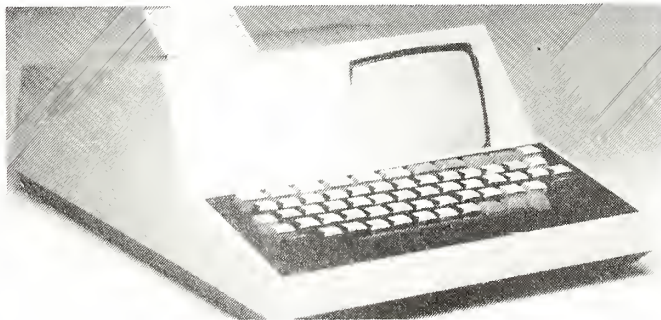
Gallup's joint managing director Frank Collins is responsible for the groundwork of the "Gallup Weekly Prescription Monitor". The company already monitors retail sales of records and video cassettes, and sees prescription monitoring as an obvious further market

with ten function keys, a built-in eight line 35-character display and a two-colour, 30-column printer. An internal battery provides stand-by support for up to seven days. The machine has 256KB of memory, sufficient to hold 2,000 drugs and details of 3,000 dispensings. The information, all stored on solid state circuitry, will be accessed automatically via an internal auto-answer modem with an overnight call from Gallup.

Gallup will install the labeller and provide instruction and servicing. The program is downloaded from Gallup's mainframe computer, with the facility for the pharmacist to pre-code some 200 lines.

If the pharmacist wishes to pull out of the panel and keep the machine he can switch to a lease purchase agreement. When four years is up he can recoup his rental, stay with the panel and keep the labeller, or come off the panel and pay a small sum (about £200) and keep the labeller.

The new labeller from Riva, being offered by Gallup to panel members. The machine can be purchased independently from Riva for around £1,500, or on lease terms of around £45 a month. Details Riva Turnkey Computer Systems Ltd, 66 Chorley Street, Bolton, Lancs



Frank Collins says he has already selected his sample of 400 pharmacies, drawn randomly from the 1983 Register. They will be sent a letter of proposal with details of the labeller. Boots have been excluded from the initial sample, but it is anticipated they will, in time, co-operate with the project. Frank Collins realises that some of his sample will have labellers already, but estimates a 70-80 per cent take up of the offer, based on the results of a pilot study of 25 pharmacies carried out recently.

Between 20 and 30 clients are expected by the end of the year. "I have not found anybody yet who has not expressed interest. Some have expressed disbelief that we can provide the information," says Mr Collins.

Gallup are aware that difficulty has been experienced by other research companies in achieving acceptance of their machines in the pharmacy and getting the machine used in the correct manner, eg for generics and original packs. By asking the pharmacist to give basic details of their submission to the Prescription Pricing Authority at the end of the month, and with experience gained from the record industry, Gallup reckon to be able to detect this. But Mr Collins admits: "Until we can demonstrate it to the client there will be a credibility gap."

He does not see any conflict with the service provided by Intercontinental Medical Statistics Ltd. "We are providing tactical information on a short term basis." But regarding the alternative monitoring service offered by Taylor Nelson, he says: "I do not think there is room in the market for two prescription monitors."

Expansion planned

Expansion of the sample base is planned. "When we have got the system up and running we will make a deliberate effort to expand the number of pharmacies." Moving into other branches of multiples who already have one labeller, deliberately increasing the sample to provide a particular bias, and following up shops which have bought a Riva labeller independently, are options being considered.

Information can be provided to clients as hard copy, microfiche, on closed-user Prestel group, or by negotiation, direct computer access. Results will be divided by therapeutic class, branded product and branded product formulations. Further facilities can also be negotiated, but there are no plans yet to sell off part packages. "There are enough big clients around to subscribe to the whole service," says Mr Collins.

More Computers on p113

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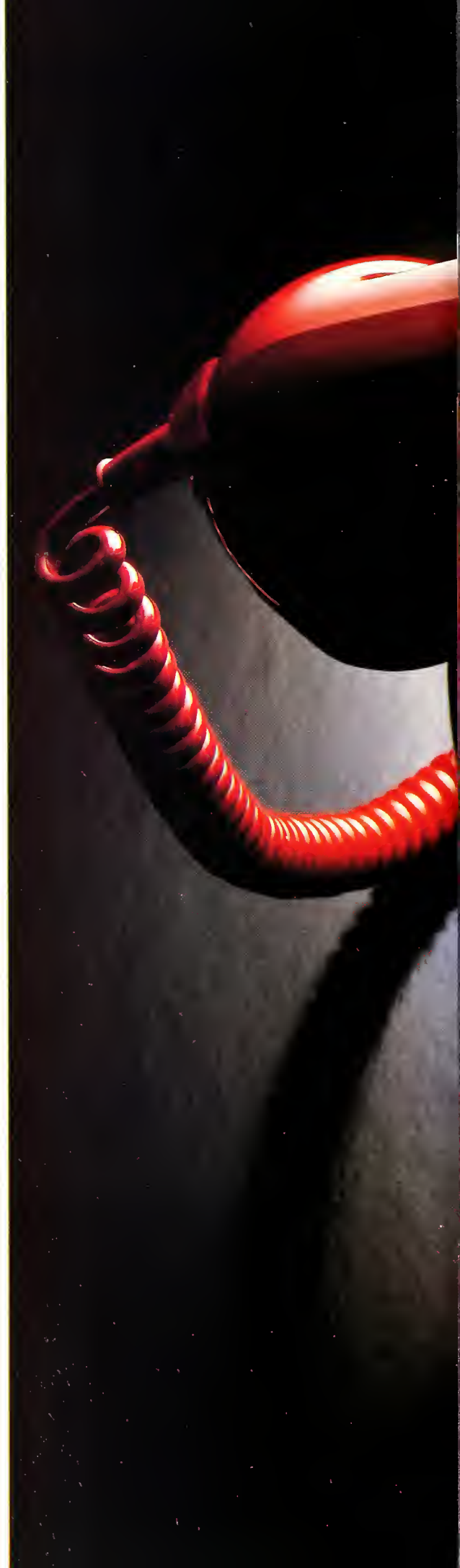
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Further labelling systems make their debut at Scotchchem

A further new entry to the computerised labelling scene was announced at Scotchchem this week, with extra features added to two of the existing systems.

John Richardson has introduced a lower-priced alternative to his standard disc-based system by offering cassette loading. The program itself is stored permanently in EPROM, but the drug file is loaded via cassette — a seven-minute operation at the start of the day. Although offering all the facilities of the disc system (including stock control) the cassette handles only 1,000 drugs against the 2,000 on disc. Cost with the roll-back-feed Epson FX printer is £1,295, and with the unbuffered RX-80 £1,195. Upgrading to the disc system at a later date is possible for around £500.

All Richardson systems are now available on three-year lease at equivalent weekly costs of £13.75, £14.50 and £17.24 for the two cassette and the disc systems respectively. The prices include maintenance. *John Richardson Computers Ltd, Unit 337, Walton Summit, Bamber Bridge, Preston, Lancs PR5 8AR.*

Link in its place

Vestric's stand incorporated dispensing fitting by Sanderson Shopfitting & Joinery Ltd, who offer a choice of built-in or free-standing housings for the Vestric Link computer system. With the keyboard at bench level and the label printer angled it is possible to get cables and other "non-user" equipment out of sight. A single free-standing unit is priced at £40, with discounts available for 10 or more. *Sanderson Shopfitting & Joinery Ltd, Malleny Mill, off Mansfield Road, Balerno, Midlothian.*

New entrant

Vixon Computer Systems — a software house — have entered the labelling market with PLASMA (Pharmacy Labelling and Stock Management). The program is written in COBOL and so can be run on any equipment for which a COBOL compiler is available; this allows a wide range of operating system compatibility (for example CP/M, MS-DOS) and a choice of hardware (BBC/Torch and Sirius systems were on demonstration).

The system displays the current label at all times during labelling and in addition to the common drug group interaction alert, patient profile can be linked into the check. Drug usage reports

are provided on a monthly basis, with the option of holding up to 16 months' statistics; a supplier file links the supplier, drug and usage reports. The system uses a six-character drug code (PIP code is an option) and is initially set up with 2,000 drugs plus warning messages, etc.

The program prints the pharmacy name and address so that plain labels may be used to reduce operating costs. Prices for the hardware and starter pack are from £1,795 for a "special" version, from £2,295 for the "full" version and from £4,595 for a multi-user version — all including maintenance for six months. Vixon say they will also be developing a point-of-sale system. *Vixon Computer Systems, 49 Grimsby Road, Cleethorpes, South Humberside, DN35 7AQ.*

More options

A number of additional facilities, mainly recommended by pharmacists using the equipment in practice, have been added to the Oralabel system based on the Epson HX20 portable computer. The HX20's five programmable function keys now give "Mr," "Mrs," "Miss," "Master," and "Baby" when unshifted, and "The Medicine," "Eye Drops," "Ear Drops," "Nose Drops," and "Ointment" with shift (instructions for changing to the pharmacist's own preferences are included).

The new program gives a more versatile choice between the computer's own printer and the external printer, and the option of red warnings is also programmable. A further option is for 11 or 12 lines of type per label. *Orange Computers Ltd, Drury Lane, Knutsford, Cheshire.*

Wide range of uses

The TEC M2300 is a programmable electronic cash register system for a wide variety of retail business applications. The system can operate with a single independent cash register or with up to 64 satellite cash registers, each linked to a terminal control computer that both supplies data to the satellite and receives transaction data from each of the units.

The system provides information on inventory levels and product sales prices, on request, to each of the cash register satellites. The system utilises a hand held photo sensor for automatic price data feed into the cash register or alternatively prices can be input manually using the

alpha-numeric input keyboard. A credit card reader, scale, remote sales slips printer and many other refinements are also incorporated.

Each satellite's transactions are transmitted to the controller where the information is analysed and then output in the form of four management reports. Total departmental sales are analysed between product types, hourly sales volume levels are printed out, a financial report of total sales for all departments is provided and a cashier performance appraisal summary is also printed out via the controller's remote matrix printer. *CRAMS, 290 Huntingdon Street, Nottingham NG1 3NA.*

VCR-2 cash register with own screen

Vector Data Systems have launched their VCR-2 point-of-sale cash register terminal, which can operate in the stand-alone mode as well as communicate with a computer. The VCR-2 is intended for use with the Southwest Technical Products' range of computers, companies and computer houses.


Unlike many POS terminals on the market, the VCR-2 has its own screen, enabling the user to scroll through on screen to answer customers' inquiries on prices or availability. The unit also has its own built-in processor and the keypad provides numeric digits plus additional function keys or a full alpha keyboard.

For storing the data from sale, there is a built-in digital tape unit and for printing out receipts a 20 or 40 column dot matrix printer. Depending on the amount of data required by the user, up to 5,000 stock lines can be handled by the VCR-2, and by using the time sharing facility stock can be updated all the time. The VCR-2 costs between £2,850 and £3,250 and is produced by *Vector Data Systems, Grosvenor Buildings, High Street, Gillingham, Dorset.*



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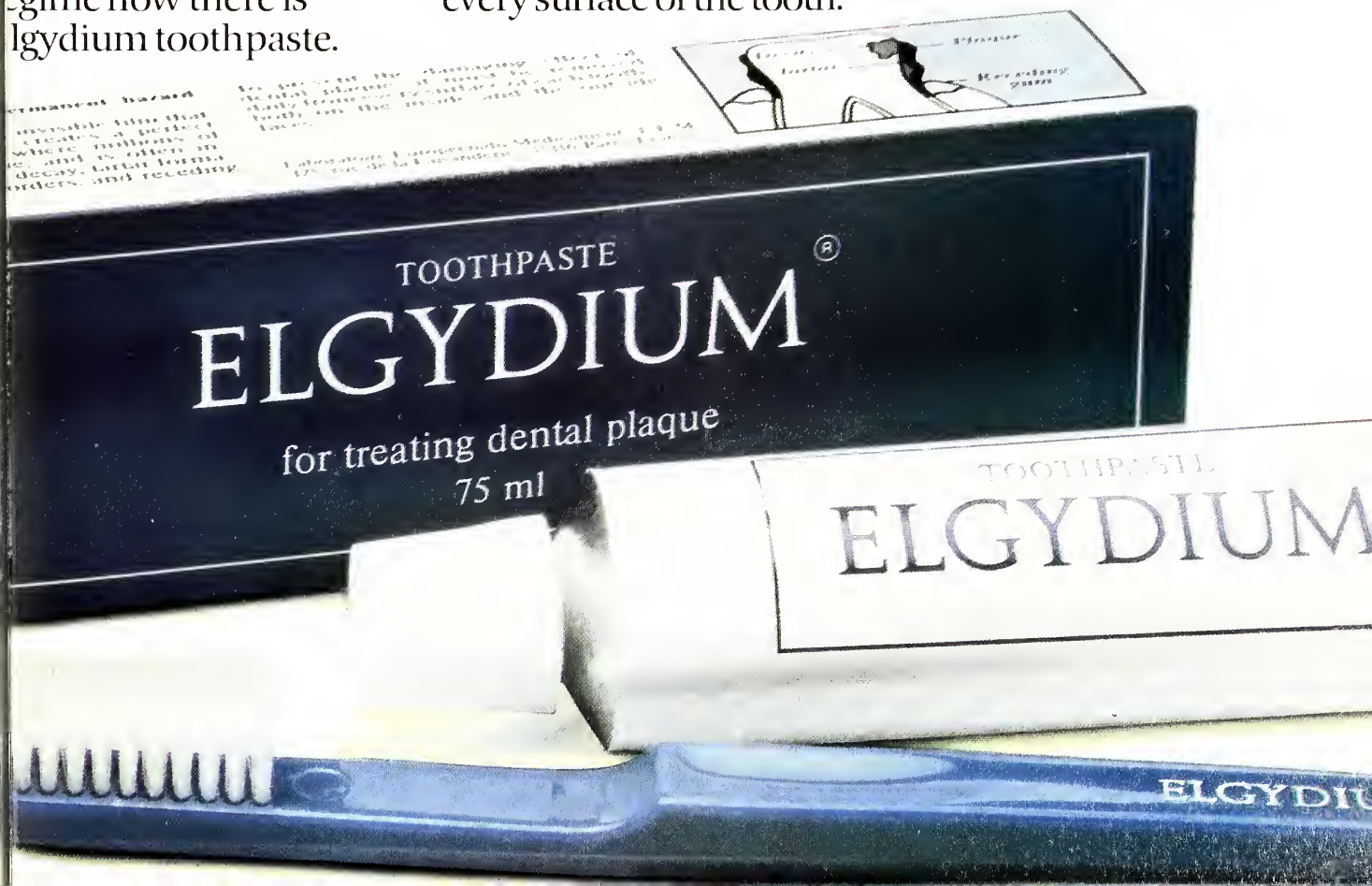
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HOT WATER BOTTLES

Raising the standard after a quiet year

Although the 1982/83 hot water bottle market tended to mark time in volume terms, other parts of the market were far from static. A toughening of British Standard 1970 is expected to be announced for 1984, while Rand Rocket anticipate the writing of an entirely new standard to cover the thermoplastic bottles which they will introduce this year from Germany.

LRC subsidiary Haffenden Moulding Co., the country's major producer of bottles, have been actively campaigning for a more stringent British Standard on bottle wall thickness for some time. Not surprising, perhaps, as the company's own manufacturing standards already go considerably further than does BS1970.

The relevant BSI committee have now decreed that bottles with a capacity of 1800ml or less must, from January 1, 1984, be made with a minimum wall thickness of 1.4mm (previously 1.12mm). Bottles holding more than 1800ml have their required wall thickness increased to 1.5mm from the previous 1.27mm.

The new minima first apply to sales in the 1984/85 season. And coming into force in January 1984 is a requirement that all polythene bags containing bottles carry a warning regarding suffocation. Additionally, all materials used in the

manufacture of children's bottles will have to conform to the various British Standards concerning toxicity and so on.

"Haffenden are very pleased that after much campaigning the BSI have increased their standards," says sales manager Glynn Williams. "While Haffenden bottles already comply in all these instances, many imported bottles do not, and so will have to be redesigned."

Static market

Market size over the past year seems to have stayed fairly static, with Haffenden looking to sell 2.9m bottles in 1983/84, compared to their previous season's target of 2.5m.

The monthly split of sales did see some changes however. December's cold snap brought a spurt of early repeat orders, though a mild January failed to show the



Picture courtesy of Cannon Rubber

same promise. February was again colder, but had the effect only of moving bottles through the trade.

Salesmen wanted

The chemists' sector also seems to be stuck fast, and Haffenden suggest some wholesalers may be dragging their feet in the amount of support they give to bottles.

"With a few notable exceptions, I think the traditional chemist sundries man needs to examine the emphasis he puts behind selling this product," says Glynn Williams. "All too often the bottles are simply made available rather than positively sold. I would ask dealers to remember that the chemist has here a 45 per cent share of a £15m per year market, concentrated entirely in the months from September to February."

Independent Chemists Marketing Ltd also stress the value of effective merchandising, believing the chemist should be showing a full range, well priced ticketed.

"Laying bottles flat on counters or trays is simply not effective" says marketing controller Keith Sinclair. "On the other hand, luxury bottles, if displayed in the gifts section, can boost sales right up to Christmas."

Prices in this market seem to have risen slightly ahead on inflation — that is to say, by about 6 per cent. ICML attribute this to the weak pound which applied in early 1983 when manufacturers were buying raw materials.

The Nuwarm economy bottle promotion runs until September 22, giving 5 per cent discount on members prices for orders of 40 bottles or more. Additionally, Nuwarm are offering 12½ per cent discount until July 22 falling to 7½ per cent up to September 22.

Cannon agree that last season's mild climate affected sales, and Rand Rocket point out that last winter will have left large stocks at the wholesalers. RR still

Continued overleaf



Mickey Mouse, Donald Duck and Popeye front Jackel's new novelty children's range for the 1983/84 season

HOT WATER BOTTLES

Continued from p117

... thermoplastics on the way

see some cause for optimism, however, as they "cannot believe" Britain will be lucky enough to have two mild winters in a row, and so expect a cold winter and high sales in 1983/84.

ICML also take a cheerful line, putting volume growth over the year at 5 per cent. This improvement came mainly from the luxury end of the market, and ICML see this as an indication that rising fuel costs have forced electric-blanket owners into either switching off or not replacing old models.

A new entrant to this year's UK market is the thermoplastic range of bottles to be introduced by Rand Rocket.

Rand Rocket say these bottles have taken the German market "by storm", and the company is predicting a similar welcome for them in the UK.

"Quite apart from being imperishable, the use of thermoplastic

allows us to use a greater vibrancy of colour in the range," explains company director Randy Vickers.

Glynn Williams is less enthusiastic about the new material: "Haffenden carried out some trials with thermoplastic a few years ago. We were just not convinced of its market potential, however. The British consumer still seems to have a strong preference for the traditional rubber.

"We are certainly not aware of any major demand for these bottles and, of course, they're not made to British Standard," he says.

Standard to follow?

Randy Vickers, who sits on the BSI committee for hot water bottles expects a British Standard for thermoplastic bottles to be written very soon, although perhaps not in time for the coming season. The committee is currently studying a draft standard submitted by Rand Rocket. Haffenden are also represented on the committee.

50pc in Germany

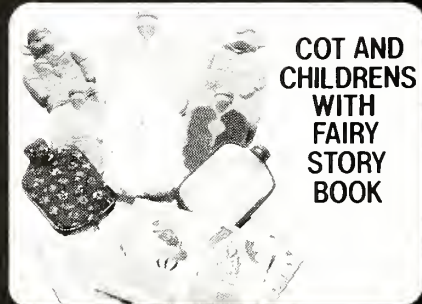
"My assumption is that a new standard will be announced, probably at the October meeting," Mr Vickers told *C&D*. "Even if no standard emerges this year, I am completely confident one must come eventually. I would also point out that these bottles currently take about 50 per cent of the German market, where some very strict safety requirements are in force."

Less UK production

The trend away from domestically-produced bottles has also continued over the year, with Dunlop now completely out of the market, and Cow Industrial transferring further economy production to Malaysia.

The Pirelli-made bottles previously available in the UK under the Dunlop name have been distributed by De Witt International since February.

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Changes to the ranges: keeping markets covered

New offerings for the coming season include new covered ranges, the introduction of thermoplastics and a fashion-conscious bottle which draws its inspiration from photographs of Icelandic waterfalls. Not to be outdone, Paddington Bear has also joined in. All this and fairy stories too!

After their decision not to use the Mandelle range this year, Haffenden are now concentrating on their new 12-strong British Warm collection.

Recent changes in market trends led Haffenden to believe Mandelle's fashionable appeal has declined, and they've looked to improve this image with British Warm.

"We believe that our British manufacturing base has allowed us to take sales from those companies who import their bottles," explains Haffenden's sales manager Glynn Williams. "The new British Warm name is designed to both differentiate from the old Mandelle range, and to emphasise that our bottles are among the few remaining still manufactured in this country."

"Our UK base also allows us to react more quickly to changes in the market. If the British winter proves particularly severe, we can up production. Similarly,

in the event of a mild spell, we simply switch to sub-aqua or other products," he says.

"This is not the case where bottles from abroad are concerned, as importers are usually required to commit themselves to a set number of bottles at the beginning of the year. This also means dealers are unable to get more bottles quickly, should they be needed. This problem particularly affects imports from the Eastern Block."

Display aids

Floor and counter stands for the new bottles should be available later this year. Children's bottles from the Mandelle range featuring Danger Mouse and Sara Kay characters have been retained as part of the British Warm collection.

Haffenden are happy with Danger Mouse's performance but they think the bottle may have been launched a little



This winning design from last year's London College of Fashion competition is now in production

prematurely, as the character only now seems to be really taking off.

Glynn Williams feels sure character merchandising will continue to play an important part in the children's sector, but points out that these characters tend to be fairly short-lived. Haffenden are currently negotiating a major deal in this area and hope to win final approval in time for next year's season.

But disappointing sales have led to the company's Woofits, spacewarmer and glove-puppet ranges being phased out.

Hot waterfall

The winning bottle cover from Haffenden's London College of Fashion competition last year (*C&D* July 17, 1982 p131), inspired by photographs of Icelandic waterfalls, will also be part of the company's range for the coming season.

This particular model is aimed at the premium end of the market, with pricing and packaging designed to reflect this. No final decision on price has yet been reached, but the bottle will sell for around £8.

The waterfall design — which at first proved difficult to adapt to the demands of mass-production — appears with a red, blue or black fade design on a cream background.

"Other winning designs are under consideration for future marketing," says Glynn Williams. "The idea here is to keep the same packaging, but with a different cover design for each season."



Having decided not to use the Mandelle name this season, Haffenden now plan to keep the British Warm with this new range

HOT WATER BOTTLES

Continued from p119

Warmth and assurance

A new range of covered bottles is leading Cannon Rubber's design and image update for 1983.

Cannon believe covered bottles to represent a growth sector of the market. "People are relating to the cover more than to the bottle itself," they explain. "These products are therefore appealing to a non-traditional part of the public."

The new range comprises quilted, synthetic fur and velveteen covers, as well as a new look for the Babysafe child's bottle. With the new covered models, Cannon now believe they can offer a fully comprehensive range. Company estimates suggest 80 per cent of their business goes through chemists. Prices range from £4.49 to £6.49.

Cannon home and export sales combined to break the £1.5m barrier last year. The company's manufacturing

standards already meet the new requirements (p117).

Packaging for the range has also been revamped, with a new look designed to emphasise "warmth and assurance". Cannon bottles now appear in clip seal bags, with handle and 3 year guarantee.

An active programme of support for the range is promised in the coming season. Cannon see no demand for POS material for their range, however, previous efforts in this direction having met with little enthusiasm. Their intention is to keep the retailer, and therefore his customers, interested with "new and improved products that have a real place in the market".

Mutual confidence

Rand Rocket are confident they will be able to increase their "considerable" market share with this season's launch of a thermoplastic range and a child's bottle featuring Paddington Bear.

The new material's durability gave Michael Bond — creator of Paddington



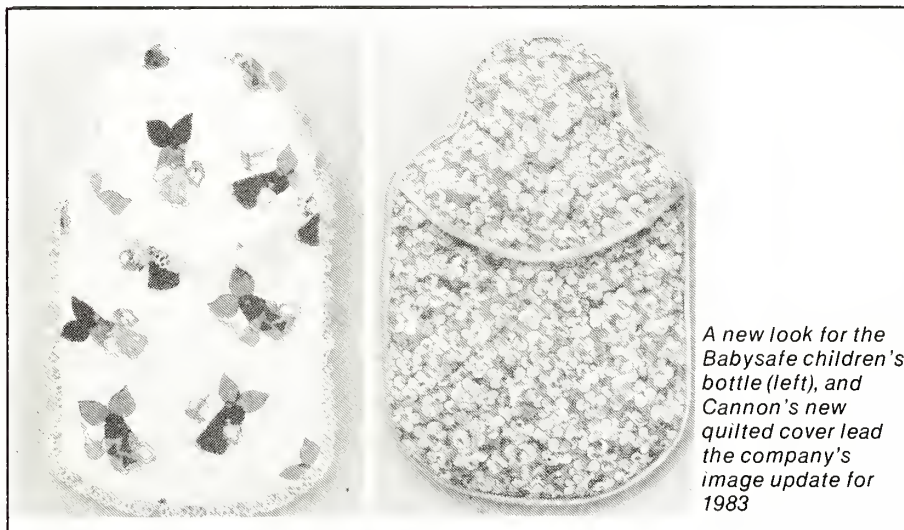
Paddington Bear appears on a bottle for the first time as part of Rand Rocket's thermoplastic range

— the confidence to allow the use of his character on a bottle for the first time. Use of thermoplastics lets Rand Rocket print cartoon scenes directly onto bottles or allows for the bonding of patterned vinyls direct to the bottle, giving a quilted effect. A luxury Paddington bottle using felt montage is also available. The standard bottle appears in a Terry cloth cover, picturing Paddington in his pyjamas.

Full margins for both wholesaler and retailer give the luxury Paddington bottle a retail price of about £6, while the standard sells for about £4.20.

Other new Rand Rocket activity for the coming season includes the introduction of a range of BS1970 bottles manufactured in Malaysia. These will carry a 2-year guarantee, and are finished with a special process which, the company says, gives brighter colour.

Continued on p122



A new look for the Babysafe children's bottle (left), and Cannon's new quilted cover lead the company's image update for 1983

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HOT WATER BOTTLES

Cerise and blue nylon covers are added to the gold cover already in the Kumfiwarm range. Quilted and floral print covers extend the economy range.

Cow Industrial say last season failed to meet expectations, but are confident they'll do better this year. New from the company is a fur covered bottle, clipped to give a "waffle" effect. This model appears in pastel shades of pink, blue, brown and fawn, retailing at £2.60. Airflow continues as an "ever reliable range" say Cow.

Jackel bought the Mandelle name from Haffenden at the beginning of the year and say that sales of this "compact value-for-money range" have so far been good.

The company also have a new novelty collection for children, featuring Mickey Mouse, Donald Duck, Popeye, clown, robot and centella designs, priced at £4.99. Jackel's children's collection also includes the popular Mr Men range. All Jackel bottles comply to BS1970, and are guaranteed for 2 years.

Modifications to Independent Chemists Marketing Ltd's Nuwarm range for 1982/83 include the launch of a Terry towelling covered bottle, retailing at

£4.95. Also new is the company's polished fur fabric covered model, appearing in pink, gold, blue or orange, and selling for £5.25. Nuwarm's Cosy bottle has been made larger, (3.25 pints) and now has a handle.

The Deluxe quilted bottle, which previously appeared with a nylon cover, is now in cotton with a new collection of floral designs.

William Freeman have added a new quilted covered bottle to the Suba-Screw / Suba-Seal ranges. This model is covered in brushed quilted material, available in cornflower blue or cherry red, and marketed under the Suba-Luxe name. Recommended retail price is £4.95.

Free fairy stories

Every purchaser of a Suba-Seal cot bottle or a child's animal bottle in the coming season will receive a free copy of the company's Suba-Seal fairy story book. Advertisements publicising this offer will appear in the women's Press throughout September, October and November. William Freeman's Nu-Sun, Nu-Star and Nu-ray bottles are reserved for chemist-only distribution.

There lying on her bed was the most beautiful Princess he had ever seen, but he felt sorry for her because she looked so cold. He reached under his cloak and brought out a "Suba Seal All Rubber Hot Water Bottle" to make her wish come true, to make her warm and to bring her comfort.

Slowly and carefully so as not to wake her, he came over to her bed and very quietly he whispered, "I bring you this gift with all my love and I wish you to keep this lovely Suba Seal Hot Water Bottle close to your heart for it will always keep you warm".

Two extracts from
William Freeman's
Suba-Seal fairy story
book

LETTERS

Labelling sense

The Council of the Pharmaceutical Society has recommended that the mechanical production of dispensing labels be incorporated into the Statement on Professional Conduct from January 1, 1984; it is thus not a legal requirement but an ethical consideration.

The Council is also considering the matter of additional cautionary labelling and the form and extent of the wording, as well as working towards achieving the addition of manufacturers' name and batch numbers.

In view of the likelihood of many pharmacies adopting a computer-based label printing operation, with automatic printing of warnings, surely it would be better for all concerned if the matters under consideration were first finalised, then have a twelve-month period before the mechanical printing requirement came into force?

I have looked at a number of computer systems, some of which may not have enough memory to cope with additional requirements. The ones which are capable of sufficient expansion will need to have program modifications for the yet-to-be-approved cautionary wording and the addition of manufacturers' names.

Am I too late in pleading for some common sense to be injected into these deliberations? Are there any other members who have yet to purchase equipment who share my misgivings?

Rex Taylor,
Elm, Wisbech, Cambs.

The biggest threat

Mr J.J. Smith's letter (*C&D*, July 9, p81) accepting as "basically true" the contribution made to the breakdown of RPM by "local wholesalers" is indeed a revelation, as he is a director of such a company.

It would appear that, in Yorkshire at least, there is an agreement that others have contributed to its demise, and it no longer remains the sole responsibility of Unichem. That being so, perhaps the contributors to these and other pharmaceutical columns will give thought

Continued overleaf

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Will there be artificial blood for everyone?

by Dr G.B. West, North East London Polytechnic

The most important and widely used therapeutic treatment for overcoming the problem of oxygen supply to the tissues and the maintenance of blood volume following severe haemorrhage is still blood transfusion. Yet there is a chronic blood shortage, particularly in some underdeveloped countries.

Blood has a fairly short useful shelf-life and there are many difficulties associated with its storage and transportation. For example, whole blood containing acid citrate-dextrose shows degenerative changes in serum composition after storage under refrigeration temperatures and the *in vivo* survival time of subsequently transfused red cells is reduced. Since whole blood is immunologically active, it is important to type and cross-match it before transfusion so as to avoid or reduce allergic reactions. Other problems such as haemolytic reactions, embolism and coagulation changes, and the transmission of certain diseases like viral hepatitis also limit the extent to which whole blood can be used.

Plasma expanders such as dextran, albumen, gelatin and some electrolyte solutions have been used clinically to restore plasma volume but these do not possess any inherent capacity to carry oxygen. Even cell-free haemoglobin solutions which do carry oxygen are not widely used in blood replacement as they are rapidly removed from the circulation.

Far-reaching applications

The development of an artificial blood which has the ability both to maintain plasma volume and to substitute for the oxygen-carrying capacity of the red cells would have far-reaching applications in human and veterinary medicine. For example, blood transfusion could be largely superseded by substitutes requiring no cross-matching, having an indefinite shelf-life, and capable of being stored and transported easily.

Such a blood substitute would be of particular importance in emergency situations and in those areas of the world where medical sciences are rudimentary. Blood substitutes could be of value in surgical procedures where severe blood loss is encountered and in the long-term treatment of certain blood disorders resulting from haemoglobin abnormalities. They could also be of value in the preservation of vital organs prior to transplantation.

Perhaps the most significant discovery made during the search for an oxygen-carrying fluid with potential as a whole blood substitute was reported in 1966 when mice were shown to survive for extended periods of time in an oxygenated fluoro-carbon liquid in which they were totally immersed. Perfluorocarbons are cyclic or straight-chain hydrocarbons with all hydrogen atoms replaced by fluorine. Due to the strength of the carbon-fluorine bond, these compounds are inert both biologically and chemically. They have been widely used as constituents of refrigeration fluids, aerosol propellants, and laser coolants, and, by chance, they were found to combine reversibly with large volumes of oxygen and carbon dioxide.

Perfluorochemicals dissolve from 40 to 60 per cent oxygen per unit volume which is almost three times the oxygen-carrying capacity of whole blood.

Liquids such as these are immiscible with most other fluids and are poor solvents for most physiological solutes. However, fine emulsions in electrolyte solutions can be made and these have been tried in isolated brain perfusions and animal blood replacement experiments. One emulsion called Fluosol-DA has been tested in man in Japan, West Germany and the USA.

This emulsion consists of two perfluorocarbons (20 per cent), stabilised with a surfactant and yolk phospholipids, and dispersed in an isotonic electrolyte solution containing hydroxyethyl starch (3 per cent) to provide osmotic pressure. The commercial Fluosol is stored as two

separate components which are usually mixed immediately before use. The perfluorocarbons and stabilising surfactants are stored frozen whilst the electrolytes and hydroxyethyl starch solutions are stored in the refrigerator. After mixing, the final emulsion is a milky fluid which, when infused into animals, causes them to take on a pale lifeless appearance as it displaces blood from superficial capillaries. The ability to store Fluosol indefinitely overcomes the storage problem associated with blood and its constituents.

Fluosol-DA was first tested on human volunteers in 1978 in Japan and by 1980 nearly 200 patients had received the emulsion as a therapeutic treatment for blood loss. In the USA it has been given to anaemic patients requiring emergency medical or surgical treatment who have refused blood or blood products. Significant increases in tissue oxygenation occurred in those patients who received up to 30 per cent of their estimated blood volume as Fluosol. However, the effectiveness of the emulsion in improving oxygen transport to the tissues was found only while patients were breathing 100 per cent oxygen. No clinical trials with Fluosol have been carried out in the UK as yet but an application for a licence to sell the emulsion here has been made.

Fluosol-DA has been tested fully in conscious rats and it is clear that red blood cells, white blood cells and plasma proteins were washed out of the circulation at different rates during continuous exchange-transfusion experiments, lymphocytes being released into the circulation during perfusion. This clearly indicates changes in immunological stability and reveals one of the limitations of using Fluosol as an alternative to blood transfusion. Nevertheless, considerable advances have been made in developing an almost totally synthetic and relatively easily stored blood substitute. At the moment, although Fluosol lacks blood protein, immunological factors and clotting factors, it serves as a good starting material for future research into blood replacement therapy.

Letters

Concluded from p122

to that which truly threatens our future.

As Mr Smith is aware, a restoration of wholesale margins (so savagely cut by manufacturer monopolies), plus a standstill on discounts, would effectively lift the veiled threat of more wholesaler closures, and ensure continuity of choice to the retail sector. This may well be achieved by a re-united National Association of Pharmaceutical Distributors, and in any such negotiation, the strength of Unichem's voice would surely be an asset. What would probably be the most likely factor to defeat such a move would be an alternative distribution

system controlled by manufacturers, and the rumoured takeover of Vestric by a consortium of members of the Association of the British Pharmaceutical Industry poses the biggest threat to us all. That really would be "Big Brother."

To suggest that the pharmacist member of a strong co-operative would be the "only loser," when the membership ultimately controls that co-operative is preposterous scare-mongering. Perhaps the Pharmaceutical Services Negotiating Committee would have more success with the Department of Health, and even achieve parity with our dispensing medical colleagues, if it had Unichem's "buying power."

A. Peel
Huddersfield

Single transferable vote system to be retained

The Pharmaceutical Society's Council has decided that the single transferable vote system of voting in Council elections should be retained.

The decision was made on the recommendation of the Organisation Committee, which considered that any change required a clearer mandate from the membership than the close vote by which a motion calling for a return to the "x" system had been carried at the branch representatives' meeting (*C&D*, May 28, p997).

When the Committee's recommendation came before the Council at this month's meeting, Mr A.G.M Madge suggested that the feeling within the branches was strongly against STV and that the views of the branch representatives were not truly representative of that feeling. He said that to obtain a clearer mandate from all members there should be a referendum through the Society's journal to decide once and for all which voting system was required.

The vice-president, Dr D.H. Maddock, said that the logic behind the recommendation rather defeated him. Presumably, the Council had to have an overwhelming majority for every decision before accepting anything. The only alternative, if the Council accepted the Committee's recommendation, would be for someone to speak to the branches with a view to ensuring that the next time the issue arose, there would be a clearer mandate.

Mrs M. Rawlings felt that it was perhaps necessary to have an educational run-through on STV voting. It was not difficult to understand if properly explained.

Mr J. Balmford said that he was opposed to STV but, when the Society changed, it had been because of a branch representatives' resolution. A BRM now had a majority against the system and Council should go along with that meeting. It was, he believed, a clear mandate.

The treasurer, Mr J.P. Kerr, said that it was difficult to change the voting system because the people in power had been voted in by it. With the present method there was a much better spread of representation, and he would be reluctant to recommend any change. Professor A. Beckett said it was the impression of a number of those who had visited branches that most members wanted a change. But a clear answer was needed.

Dr L. Adamson suggested that if branch meetings were asked to discuss the subject and that was followed by a referendum, then if members did not bother to return the referendum form it would be assumed that they did not wish to change the system.

Mr G. Walker said that whether the members understood the new system or not, approximately the same number sent in their voting papers. He found it difficult, therefore, to reconcile the unacceptability of STV compared with the "x" system when the same percentage of the membership was voting.

Mrs L. Stone pointed out that one of the important factors considered when the Committee had discussed the resolution was that argument in favour of the motion at the BRM had been based on the fact that the poll had been falling steadily since the introduction of STV. Although many on the Committee agreed with the BRM vote, they also noted that the percentage poll had increased this year, and that perhaps the result of that vote had been based on erroneous information. The Committee felt that it was not a strong enough majority on which to act.

Another BRM plea rejected

Council also agreed not to accept a BRM resolution calling for a student representative with observer status at meetings of the Education Committee.

The Committee recommended that the resolution should not be accepted on the grounds that attendance of an observer without speaking rights would be of little value. Mr Darling opposed the recommendation, saying that Council would be looking for trouble instead of trying to improve relations with future members of the profession. He felt that giving observer status to a representative of the British Pharmaceutical Students Association would be good for both the Council and the students.

Mr Madge said that members had criticised the lack of communication between the Council and the membership, and the resolution offered a wonderful opportunity for pharmacists of the future to gain knowledge of the Society's workings. Confidentiality could be preserved.

The treasurer pointed out that sometimes the colleges and the state of their educational systems was discussed in the Education Committee. If a student were present and heard adverse comments made about his school, there might be

trouble back at the school. It was a delicate subject that needed more thought.

Mr B. Silverman (chairman of the Education Committee) said that most of the Committee's items were not confidential but its overwhelming feeling had been that contributions from students had not been much value and to have them present with no speaking rights would be of even less value.

POMs to P changes

The Society is considering methods of bringing about a change in status of certain medicines from prescription-only to pharmacy sale.

The Science Committee noted that the Department of Health's recent Medicines Act Information Letter No 37 had given further guidance on the procedure for seeking a change in the status of a medicinal product, and again mentioned requests for change from professional bodies. However, the Committee felt that since the Department of Health was likely to insist on a full, detailed submission, including experimental data, to support any proposed change it would be beyond the resources of a professional body to prepare a submission.

'Qualified persons' scheme

The Council has approved a scheme for the assessment of pharmacists under the permanent provisions for qualified persons in the pharmaceutical industry.

The requirements which relate to pharmacists are: registration as a pharmaceutical chemist in Great Britain; at least one year's relevant experience; confirmation from the Society of the acquisition of the required body of knowledge. To meet the third requirement the applicant can either undertake a period of at least one year of appropriate structured experience, followed by an interview by an assessor, or, if he considers that he has the appropriate formal qualification and work experience, submit a written application indicating how he obtained the relevant knowledge, followed by a more detailed interview and assessment by two assessors to determine whether the appropriate knowledge has been acquired.

The Council also approved a draft letter to be sent to each pharmacist who has satisfied the transitional provisions to become a qualified person. The letter will certify that the pharmacist is included on the Society's list of eligible pharmacists, and will thus enable the pharmacist to substantiate to an employer that he can be named as a qualified person in a manufacturer's or wholesale dealer's licence.

☐ The Society is to inform the

Association of the British Pharmaceutical Industry that it deprecates the use by manufacturers of double sided package insert leaflets with information for the patient on one side and for the medical profession on the other.

It was reported to the Agricultural and Veterinary Pharmacists Group Committee that the Society was now involved with the Ministry of Agriculture, Fisheries and Food and the Animal Health Trades Associations Group in drafting a code of practice for animal health merchants.

Minor alterations have been made to the syllabus and regulations for the Society's diploma in agricultural and veterinary pharmacy, to take effect on January 1, 1984. Copies of the revised syllabus and regulations will be available shortly. The charges for the 1984 course will be the same as for 1983, and the availability of the diploma is to be publicised through leaflets.

As a result of recommendations made by the hospital pharmacists and community pharmacists working parties on computers in pharmacy, the Society is to approach the Department of Health with a view to the establishment of a joint Department / Society working party on the subject.

It was reported that 28 applications for exhibition stands at the Society's computer exhibition had been accepted, and there was a further waiting list of

applicants. Information would be published shortly on how to apply for tickets for the exhibition, to be held from 10am to 5pm on October 22 and 23.

The Practice Committee noted reports on an experimental project in the Birmingham area involving a nurse employed within a medical practice. The project was to last for a further two years and then be evaluated. The Committee was informed that the office was watching the project's progress.

The Society is to make no objections to a proposal from a pharmaceutical company for the free supply of samples of an antihistamine tablet. The company proposes to supply pharmacists with four-tablet blister packs for counter prescribing without charge in response to specific requests for allergy treatment. The tablets would be supplied with a card bearing a questionnaire to be filled in by the patient and returned to the manufacturer via the pharmacy. On the recommendation of the Ethics Committee, the Council agreed that no objection should be made, provided that there was no direct advertising to the public concerning the sampling.

It was reported to the Finance and General Purposes Committee that during the previous month seven special contributions, totalling £2,524.72 had been made to the Benevolent Fund, the largest being £1,426.84 from a Local Pharmaceutical Committee. The

Birdsgrove House Fund had received six contributions, ranging from £50 to £250, from Pharmaceutical Society branches.

An additional seminar for pre-registration tutors is to be held at the Society's headquarters on September 25.

The Society is to contribute £100 towards the expenses of a conference on "Professional education," which is being organised by the Society for Research into Higher Education and which is to be held in London, December 17-19, 1984. The Council's attention was drawn to the recently published "Leverhulme report" on higher education, which has resulted from a wide-ranging study organised by the SRHE and financed by the Leverhulme Trust.

The president congratulated Mr Madge on the fact that on July 15 he would have been registered as a pharmacist for 50 years.



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Industry threatened by declining public image

The pharmaceutical industry is threatened by its deteriorating public image, claimed Dr Brian Cromie, chairman, Hoechst UK Ltd pharmaceutical division, last week.

He told a conference on "The pharmaceutical industry and the media" that the industry's image must be improved if adverse legislation was to be avoided. MPs were opinion followers rather than opinion formers and would follow the vocal opinions to which they were subjected. They would not fight for anyone with a bad image.

Surveys showed the number of people having no confidence in medicines had increased from 4 per cent in 1964 to 10 per cent in 1980. Dr Cromie believed this figure would have risen in recent months as a result of programmes such as Channel 4's "Kill or cure?" and other adverse media publicity.

However, Dr Cromie suggested that the industry should stop complaining about the media because they offered a way to sell the industry's "superb story" to the public. "If we can't change them, we must use them. But this requires commitment, time, money and, above all, courage," he said.

There was a need for companies to feed information regularly to their local media and gradually build up a relationship in this way. Such a scheme was already being run by pharmaceutical companies in Sussex and another had recently started in Wessex. The companies were co-operating by offering stories about local people, activities and industry successes to local and national media.

Earlier, Dr Richard Arnold, director, Association of the British Pharmaceutical Industry, told the conference that the Sussex project, while only a few months old, appeared to be doing a good job in increasing awareness of the positive side of the industry in that area. He, too, believed that "we should be looking for news-worthy stories to offer the media rather than wait for the media to come to us."

All company employees had a part to play because if they knew about the achievements and issues affecting the industry they could contribute authoritatively whenever these subjects were discussed, whether it was in the "local" or on the football terraces.

Faced with hostile journalism and unbalanced reporting it was natural for the industry to adopt a defensive attitude, Dr Arnold continued. But he believed it was important to prevent media criticism

arising through ignorance and he said companies should be willing to talk frankly with journalists unless there were powerful reasons not to, such as consistently unfair treatment by a particular writer in the past.

Journalists for their part must accept that, if the industry was to be more forthcoming, there were limits beyond which it was not possible to go because of ethical, commercial or legal constraints, and they should not try to force companies to go beyond these bounds or to pillory them for refusing to do so.

Mr Peter Ryan, director of public affairs, Sterling-Europa, wondered why "this remarkable industry, with its notable contribution to the prolongation of life and the relief of suffering" had so little in the credit balance to offset the inevitable mistakes that were often "so fearfully magnified". He, too, suggested that everyone in the industry should be searching constantly for ways of interesting the media in its achievements. "The media are not fundamentally opposed to us," he said. "We have neglected them."

His company aimed to give its managers the confidence and knowledge to speak out on behalf of the whole industry, not just the company. A regular journal made them aware of controversial issues such as generic substitution and the pros and cons of vivisection, and senior managers were given television training.

A journalist's view

Giving a journalist's viewpoint, *The Guardian* chemicals correspondent, Mr James Erlichman, said the industry should stop dissociating itself from the rest of capitalism and stop believing it was above reproach or scrutiny. Although he was not a "scoop and exposé" journalist he had found some companies unhelpful when he had asked for information for innocuous features.

He advised the industry not to let disasters turn into scandals. "Most drug stories are disaster stories — people get killed by drugs," he explained. "If a plane drops out of the sky it's a one-day disaster story and is forgotten unless someone discovers the electrical wiring wasn't checked for 14 years, when it becomes a scandal." Stories turned into scandals when evidence was hushed up for commercial reasons or because companies did not want to admit they had been unethical in the early stages.

"When you make mistakes, steal the

words from your critics before they can speak," he suggested. "I believe we ought to do a lot more reporting that disasters are inevitable if people are to enjoy the benefits of modern technology."

Mr Erlichman thought the industry would avoid much of the present abuse if it discarded its halos, suffered the disasters and acknowledged that it was profitable and commercial.

Mr Jad Adams, programme associate for Channel 4's "Kill or Cure?" series, advised that the best way to avoid adverse criticism was to be above it. "Don't make false claims in other countries where drug regulations are weaker than they are here. Don't refuse to talk to people who claim they have suffered adverse effects. If a product seems to be associated with adverse effects, send out the warnings yourself. Above all, don't make people who fear they have been injured by a drug fight for years through the legal system. Just give them the money you would have spent on a legal case against them. The best defence against accusations of guilt is innocence."

Need for standards

Dr Laurence Gerlis, committee member, Association of Medical Advisers in the Pharmaceutical Industry, believed there was a need for professional standards for journalists and for company medical advisers, both of whom worked in a commercial environment and needed to support their products. If there was a battle between the industry and the media it seemed that the latter had won the first round. He thought that, while the journalists had "played it rough and craved sensationalism", the industry had also contributed to its own defeat.

He had been astonished when one company proudly announced in its annual report that profits had increased because of the "aggressive" introduction of new products. If companies admitted to being aggressive they had no right to "bleat" when journalists said so.

Dr Gerlis thought companies should cut down on advertising, entertaining and sales representatives. Instead they should spend heavily on research and on genuine educational aids. He deplored the "Mickey Mouse" trials which were run by sales departments to generate future prescriptions; all clinical trials should be run by medical departments, he said.

The speaker thought the industry's Code of Practice was "weak and woolly" in a number of areas, for example, there was little control over promotion of a drug before it was launched. He believed the ABPI should investigate complaints much more quickly and should show better leadership.

Other speakers representing the ABPI said that measures had been taken to speed up and give greater disclosure to the complaints inquiries.

The conference was organised by Macfarlane Conferences Ltd.

Sangers NI: chemist buy-out looking likely

The prospective take-over of Sangers (Northern Ireland) by pharmacists in the Province (*C&D*, June 25, p1181) looks set to go ahead, with final closure of the deal expected this week.

Applications are being processed by a committee of Northern Ireland pharmacists, headed by Mr John White, a member of the local Pharmaceutical Contractors Committee.

A total of £1m worth of ordinary stock was originally offered in a flotation open only to registered pharmacists in Northern Ireland. Subscriptions have already passed the minimum £600,000 mark, below which threshold Sangers would not have been prepared to proceed.

Sangers chief executive Mike Flinn told *C&D* that the offer had received a "satisfactory response" and that the company was set to go ahead. Northern Ireland chemists had asked Sangers to keep the offer open while the committee continued to process applications, but the final tie-up was anticipated on July 15.

Sangers plc chairman John Briggs points out in the company's annual report that Sangers (Northern Ireland) has continued to trade profitably. He adds, however, that the board believes the return on assets employed in the

operation to be inadequate.

Provided a satisfactory response is received to the chemists participation offer, Sangers will receive funds equivalent to the net assets of the Northern Ireland business, together with a premium of up to £175,000, he goes on.

"I believe the disposal would, if it occurs, have benefits for both the company and the chemists."

Strong on photography

Sangers' photographic wholesaling activities continued to trade profitably in what was a very difficult year in their business, contributing profit of £333,000 on £15.5m turnover. Membership of IMAGE — the photographic division's voluntary trading group — has more than doubled during the year and now stands at 230.

"The company as a whole has continued to suffer from the old Sangers' loss-making operations" says John Briggs. "Although a profit was generated in the second half of the year we still have a long way to go before the accumulated losses have been eliminated."

The overall verdict on 1982 is that it was "a year of consolidation."

cent increase in the previous quarter.

Out of the 1,126 Trade Indemnity businesses recorded as closing in the first quarter of 1983, 24 were chemical companies.

Job prospects 'best since 1979'

Job prospects in Britain have recovered strongly and are at their most positive for four years, according to the latest quarterly survey from temporary services company Manpower Ltd.

Trends in retailing have also improved over the past three months, with employer intentions much more favourable than at this time last year.

Some 44 per cent of employers in retailing say they expect to increase staff in the next quarter, with only 6 per cent foreseeing the need for cutbacks. This gives a positive "balance" of 38. Across all sectors, 28 per cent of all employers anticipate upping staff levels, with 11 per cent expecting to let people go.

The 60 per cent expecting no change leaves in this case a positive balance of 17.

Unichem 'pleased' with £30m rise in sales

Unichem have increased their first half turnover in the six months to June 30 by 22.3 per cent to £162.3m.

Managing director Peter Dodd says he is "extremely pleased" with this £30m increase, and considers sales and profits to have risen to a satisfactory level. "I anticipate another record year" he adds.

Small-business aid

Government departments and nationalised industries may soon be required to devote a set proportion of their annual spending to supporting small businesses, if a report currently being considered by the Department of Trade and Industry becomes Government policy.

The Small Business Bureau — a pressure group made up of back-bench MPs — wants a radical change in centralised spending policy, introducing positive discrimination towards the smaller concern.

If its report were implemented, each Government department would have to publish an annual analysis of purchasing plans, broken down by size of company.

A target level for spending with small companies would then be set, with the intention being to step that target up year-by-year.

Details of the report appeared in this week's *Sunday Times*.



English Grains' tablet making and packing works at Tredegar in South Wales was officially opened last week by Michael Foot, leader of the Labour Party and MP for the area. The factory, which has been in operation for some time already, also serves Contract Pharmaceutical Services — an English Grains subsidiary company. Shown here is the automatic counting and bottling process

In the previous quarter retail and overall balances were both at +7. Among the regions, London is the only exception to this "comparative recovery," with more companies planning staff cuts than increases. *Manpower survey of Employment Prospects, 3rd Quarter 1982, Manpower Ltd, Manpower House, 270 High Street, Slough, Berks SL1 1LJ.*

Business failures bottoming out?

Business failures in the chemical industry have accelerated by more than 80 per cent to 156 closures for the first half of this year as against the same period for last year, say market researchers Dun and Bradstreet.

According to their latest survey, company closures are now running at record levels. Some 6,398 businesses have gone into liquidation during the first six months of this year — up 15 per cent on the same period last year. Chemical companies made up 2.5 per cent of all liquidations.

The survey comments: "Whilst we recognise the recent upsurge in economic confidence as reported by the CBI our statistics reflect the depth of the recession..." It notes, however, that liquidations in the second quarter were less frequent, a point also noted by insurance company Trade Indemnity. Failures among their policy-holders increased by only 11 per cent in the three months to June 30, compared to a 28 per

Labaz enter manufacturing

Labaz Ltd, the pharmaceutical division of Sanofi Ltd, have moved to a 45,780 sq ft factory in Manchester from where they will start manufacturing their own neurological and cardiovascular products.

Previously they imported all their products. Now, with over £½m worth of production facilities, laboratory and offices, they are looking for expansion. From the new base at Roundthorn Industrial Estate, Floats Road, Wythenshawe, Labaz aim to develop research discoveries and to manufacture ethical pharmaceutical products licenced from other companies.

The factory, however, will not be fully operational until early 1984. Until then, products are to be phased-in slowly, say Labaz.

Around £2½m is needed to re-equip the building but Dr Huw Vaughan, head of operations, says the move has many benefits: "We are now in charge of our own production which means fewer delays and the capability to expand."

Labaz expect the move to create 43 new jobs. Changes to senior positions are: John King as managing director; Dr Huw Vaughan as head of operations; Nicholas Argent, MPS, as production manager and Bob Morgan as quality assurance/control manager. Distribution of Labaz products is unaffected by the move.

Retail sales

The Department of Industry's May retail sales index showed a year-on-year increase of 7 per cent to 152 for dispensing chemists (NHS receipts are excluded). This compares with a ten per cent rise to 159 for all businesses.

Italian manufacturer expands in UK

Dott Bonapace & Co — Italian manufacturers of pharmaceutical and clinical packaging and processing equipment — have appointed T1 Rockwell Pneumatic Scale to represent them in the UK.

"The deal with Bonapace will considerably strengthen our recently-formed pharmaceutical equipment

division" says Rockwell pharmaceutical marketing executive Fred Rogers. "Additionally, it will substantially increase selling opportunities for the Milan company, who have hitherto had little representation in the UK."

APPOINTMENTS

■ **Parfums Rochas SA:** Claude Buchet is appointed president directeur général. He joins the company from Roussel-Uclaf.

■ **May & Baker Ltd:** Allan Morgan is appointed personnel director. He previously worked for Dow Corning Europe.

■ **Bronnley and Co Ltd** have appointed John Sheppard to the board. Mr Sheppard began his career with the

company as a production controller, later becoming factory manager.

■ **Sangers Photographics Ltd:** David Holley becomes national sales manager and will be responsible for the operation of the field sales force and the planning of the future development of Image — a voluntary trading group.

■ **Fermenich & Co:** Errol Stafford has been appointed managing director, succeeding Charles Firmenich. Mr Firmenich has joined the executive committee of Firmenich SA. Tony Leigh becomes sales manager in the flavour division.

■ **Hanimex Corporation Ltd:** Peter Watt is appointed director of finance and administration. Bruce Ross takes up the newly-created post of group financial controller, continuing also as company secretary for Hanimex Corporation. Derek Roland becomes treasurer for the corporation.

COMING EVENTS

Hair care products, September 20, £22.
Selling cosmetics, skin care and perfumery, October 4, £22.
The Drug Tariff, NHS contract and oxygen therapy, October 6, £22.

Effective selling techniques, October 11, £45.
Aids for the disabled (NB to be held at Newcastle-upon-Tyne Council for the Disabled Aids Centre, MEA House, Ellison Place, Newcastle upon Tyne, October 26, £25).

Effective communications, October 27, £45.
Selling products for feminine hygiene and contraception, November 1, £40.

Registration forms and further details from Training Department, National Pharmaceutical Association, Mallinson House, 40-42 St Peters Street, St Albans, Herts.

Lewis & Coleman to speak at Lincs LPC

The two main speakers at this year's annual conference of Lincolnshire Local Pharmaceutical Committee will be Mr Desmond Lewis (secretary and registrar, Pharmaceutical Society) on "Where do we go from here?" and Mr David Coleman (deputy chairman, Pharmaceutical Services Negotiating Committee) on "The one mile rule and the 21st century". The day will also include a short demonstration of computer labellers. The conference is to be held at the Golf Hotel, Woodhall Spa, on Sunday, September 25. Details from Mr K. Swann, Dafdale Ltd, 194 High Street, Lincoln LN5 7AL.

Retail training from the NPA

The National Pharmaceutical Association is to hold a series of seven one-day courses for members and their staff, to be held at its headquarters in St Albans. The courses run from September 20 to November 1 and cover the following topics (course fees shown are inclusive of coffee, lunch and tea).

Homoeopathic study course

A study course for pharmacists on homoeopathic pharmacy, organised by the British Homoeopathic Association, is to be held in London on four Sundays from September to December.

Sessions, from 10am to 5pm, will be held at the Victory Services Association Ltd, 63 Seymour Street, London W2 on September 11, October 9, November 6 and December 11. The course will cover all aspects of the subject from an introduction to homoeopathy to homoeopathic counter prescribing. Lecturers will be pharmacists and doctors.

The cost is £5.00 for each of the four days, which includes morning coffee and luncheon. Applications to: Mrs M.J. Munday, General Secretary, The British Homoeopathic Association, 27a Devonshire Street, London W1N 1RJ.

Tuesday, July 19

Leeds branch, National Pharmaceutical Association, Moortown Golf Club, Harrogate Road, Leeds, at 8pm.
Annual meeting.

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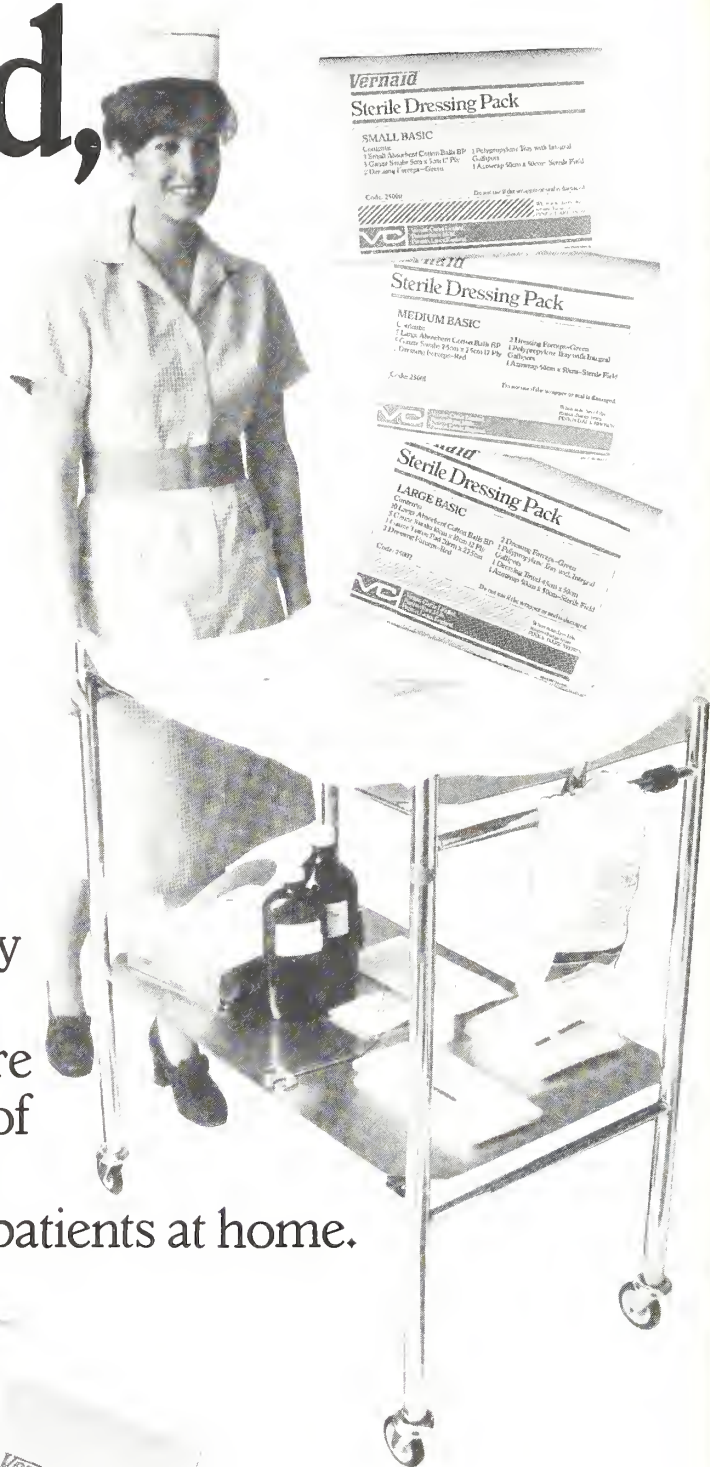
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